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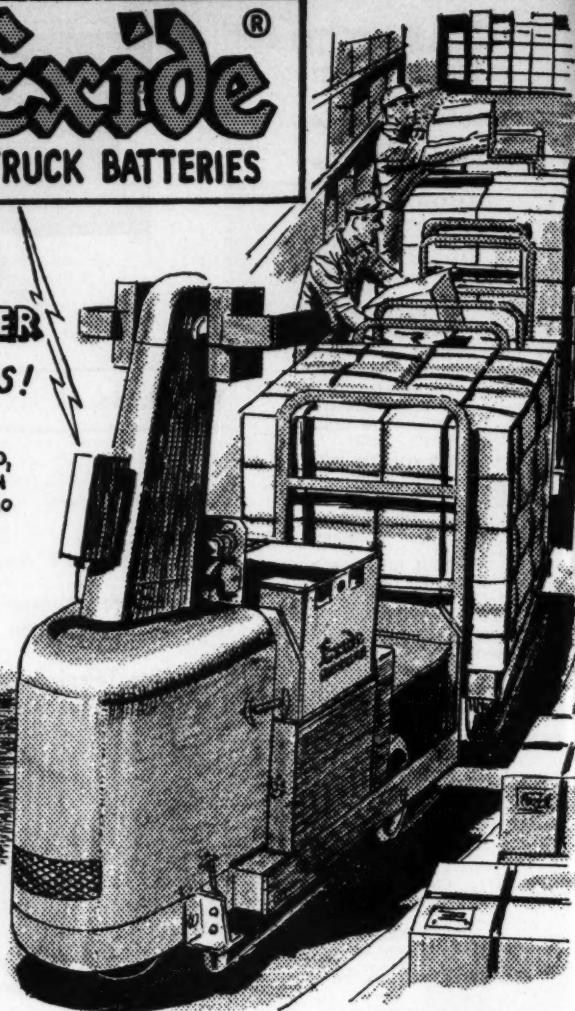
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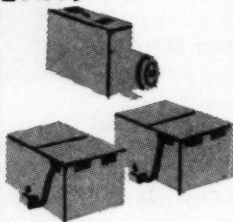
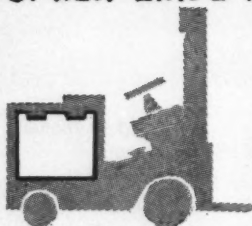
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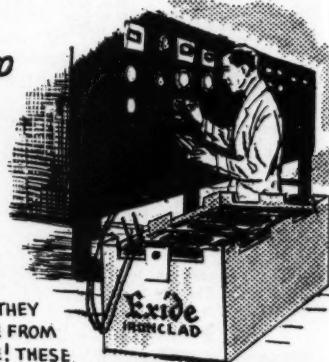
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LONGER
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DETAILS. ② WRITE FOR FORM 1982, A MANUAL ON
INSTALLING AND MAINTAINING MOTIVE POWER BATTERIES.

Exide INDUSTRIAL DIVISION, The Electric Storage Battery Company, Philadelphia 2, Pa.

Circle No. 3 on Card, Facing Page 49, for more information

On the Line—



Shed a Tear for Melvin

A few weeks ago an old acquaintance stopped us in a hotel lobby to say he likes DA's current series of articles on Modern Traffic Departments. "But," he added, "tell Doc Frederick I have a new angle for him: 'If you want to be a traffic manager, stick to your rates.' He can use my case as a horrible example; but he mustn't use my name."

We thought he was kidding until he began to tell us how he started with his company as a messenger boy and worked up to traffic manager; how he achieved the peak of his ambition when he became an ICC practitioner.

"All this has been taken from me now," he said with emotion. "If it wasn't for my age, I'd quit!"

Then he proceeded to tell us that about a year ago, inspired about the possibilities of automation, he submitted to the company's president an elaborate plan of mechanization that would eliminate a bad bottleneck between the production lines and the shipping room.

His voice rose and he grabbed us by the arm. "Do you know what he said? He said, 'Dammit, Melvin, if I had any idea that you could do this, I wouldn't have let you waste your time playing around with freight cars. Right now, I want you to check every department. Clean out all bottlenecks. Then I'll send you out to our branch plants. I'll call an executive meeting tomorrow and announce your new authority as special assistant to the president.'"

"Can you imagine that? Throwing away my lifetime experience, when he could have hired some engineer? How dumb can a boss be?" He shook his head regretfully and added, "I just should have asked for authority to buy a fork truck!"

"Well, Mel, experience counts, too, you know," we said to be consoling. "But, tell us, how is the job going?"

"Oh, okay. Saved the firm over \$100,000 this year by unit loading on disposable pallets, by cutting packaging and handling man-hours, by cutting types and sizes of shipping containers, and so on. I also cleared 1,400 feet of in-process storage space in the production department."

"Good!" we said with real enthusiasm. "Results like that doubtlessly boosted that old pay check."

"Well, yes. I got a 50 per cent increase in salary, plus five per cent of the savings." Then noticing our big smile, he hastened to add, "But I sure hate to see my rate and routing knowledge go to waste. And I sure miss those traffic club meetings, and the friends I made."

Yakkety Yak

Man does not live by bread alone? Right. And what a wheat surplus that has created!

BOTTLE—NECK? Then there's the TM who was such a sharpie on auditing freight bills he was promoted to head auditor in the accounting department. He, also, did too well.

... He caught up with a blonde on the president's expense account.

... Now, he's a field auditor at the company's mines in Chile.

WORRIES: A psychoanalyst recently disclosed the mental processes of a TM and his expense account:

... Before he turns it in—worries what he forgot to include.

... As he turns it in—worries what the boss will disallow.

... After he turns it in—worries about what he might have included if only he had the nerve.

MORE WORRIES: Prosperity worries pessimists. They think there is no way to go but down.

MORE ACCOUNTS: This is the opening and closing season. People are rushing to close payments for their old cars so they can beat their neighbors to open new accounts for the 1956 models.

MORE BLONDES: Blanche Hirsute offers these vital statistics:

... 39 per cent really are blondes,

... 29 per cent really are brunettes,

... 19 per cent were, are or have been titians, platinums or two-tones,

... 9 per cent are gray,

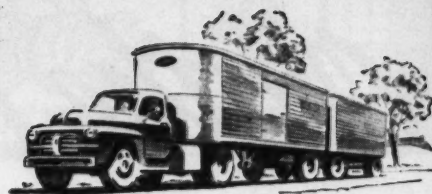
... The balance are "testing."

A. R. Greene

Editor

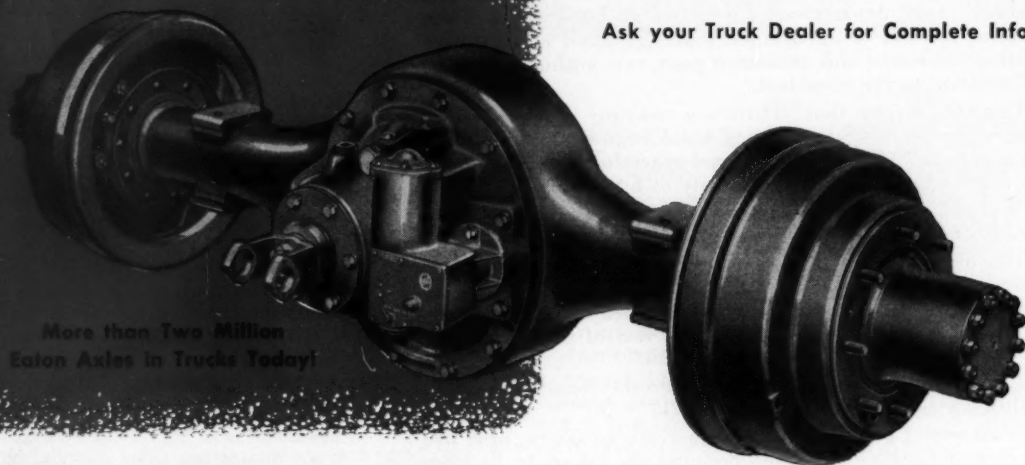
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keep Trucks
on the Job-
Reduce
Maintenance
Costs



By providing a gear ratio best suited for each road and load condition, Eaton 2-Speed Axles permit engines to work in their most efficient and economical speed range, reducing stress and wear on operating truck parts. Truck maintenance is reduced, trucks deliver more on-the-job hours. In addition, because of Eaton's exclusive planetary design, forced feed lubrication, and extra rugged construction, there's less maintenance on the axle itself. When axle repair is required, Eaton's down-to-earth design makes the work quick, easy, and economical. Trucks with Eaton 2-Speed Axles last longer, earn more at lower cost, are worth more on the trade-in.

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COLSON "IN LINE" TRUCKS



are **"BETTER BUILT"**
for Maintenance-Free Operation
...and Long-Life Performance!

Typical installation at Motor Cargo, Inc., Akron, Ohio

COLSON "IN LINE" TRUCKS have been carefully engineered to assure that all parts are so well balanced in construction that the completed trucks provide years of trouble-free service on all types of conveyor line systems.

Features that insure this remarkable performance include the famous "PressWeld" Series Caster with a $\frac{1}{4}$ " thick plate, formed and welded into a one-piece heavy-duty fork . . . truck frames fabricated of heavy $\frac{3}{16}$ " formed plate bolsters and side sills

welded into a sturdy one-piece unit . . . and decks of 1" thick, kiln dried selected hardwood, free from knots and blemishes.

COLSON "IN LINE" TRUCKS are available in 3 platform sizes, with 4 types of running gear and 4 types of towing devices for either overhead or sub-floor towing.

Write us or consult your local phone book (under "Trucks: Industrial") for the COLSON office near you.

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HYDRAULIC, ELECTRIC AND MECHANICAL POWER LIFTS
AND TRANSPORTS

THE



CORPORATION

Elyria, Ohio

Circle No. 7 on Card, Facing Page 49, for more information

Wabash/Road of the men who move perishables



from grove



via Wabash



to market

or, how to get your product to market on time

Buyers and brokers of perishables routed thousands of cars of fresh fruits and vegetables via Wabash last year. They had good reasons:

Perishables go Wabash on high-speed trains, on *guaranteed* schedules. Refrigeration is carefully inspected and controlled. Wabash-owned terminal facilities speed up unloading. Wabash maintains a Diversion Bureau to arrange for instant diversion and re-consignment of cars when needed.

But your shipping problem may be different. It may be steel, or grain, or chemicals. May we prove *your* commodity gets equally reliable handling when you ship it Wabash to, through or from the Heart of America? Wabash representatives in 45 cities have the facts.

Wabash

"HOT SHOT" FREIGHT



L. E. CLARAHAN,
Vice-President—Traffic, St. Louis 1, Mo.

SHIPPERS!

Look at the advantages of
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1. "Bridges" the Heart of America, a member of 13 Eastern and Western rate associations and committees.
2. Connections with 64 major railroads. Coordinated schedules at 118 interchange points.
3. All Diesel-powered trains.
4. Superior car service to shippers.
5. Fast "HOT SHOT" schedules to and through the major Gateway terminals or by-passing them altogether—as you wish.
6. Modern yards designed for faster assembly of trains and more orderly traffic flow.



LETTERS TO THE EDITOR

State Taxation

To The Editor:

The question of merchandise stored by individuals or companies doing business with Public Merchandise Warehousemen and its status in the eyes of the law for taxability by city and county (DISTRIBUTION AGE, Aug., 1955, p 10) has always been a "moot" one—and based on the statutes in effect in the various states.

I do not profess to know anything about the other 47 states, but we can positively assert that under Section 70.111 (10) Wisconsin Statutes—Page 1138 General Property Taxes—1949 the following is applicable:

"All merchandise shipped into this state and placed in storage in the original package in a commercial storage warehouse or on a public wharf shall while so in storage be considered in transit and not subject to local taxation, but no portion of a premises owned or leased by a consignor or consignee shall be deemed to be a public warehouse despite any licensing as such."

Thus a non-resident or foreign corporation storing goods with any warehouse within the State of Wisconsin would be exempt from taxation on May 1st, the taxable date.

Harold M. Willenson,

Secretary-Treasurer

American Warehouse Co.
Milwaukee 2, Wis.

Warehouse Liability

To The Editor:

We represent a warehouseman who is presently being sued for loss of certain personal property. The shipping contract contained a clause limiting liability of our client to 10¢ a lb.

The specific clause relied on by us which limits liability in the contract reads as follows:

"That L—A—Moving & Storage Co. will not be responsible for loss or damage to goods by fire or otherwise in excess of 10¢ a lb while in its own care, or in cars while being loaded, or in warehouse awaiting shipment or delivery."

We would appreciate if you know of any decision where such clause or similar clause was considered.

Edward H. Kahn

Jacobs, Leibowitz & Kahn
New York 17, N. Y.

Such a contract is valid if the loss was not through negligence of the storage company and, also, the bailor had due opportunity to pay a higher storage rate and have full protection. See cases as follows: *Kellett v. Alago*, 37 So. (2d) 137; 41 N. W. (2d) 676; 35 Atl. (2d) 180; and 178 Atl. 563.—Leo T. Parker, D. A. Legal Consultant.

Chuting the NEWS

Coming Events

- Nov. 5-7—National Traffic Committee of the Trucking Industry, special meeting, Washington, D. C.
 Nov. 8-10—Fourth Canadian National Packaging Exposition, Canadian National Exhibition Grounds, Toronto, Canada.
 Nov. 9-11—19th Annual Time and Motion Study and Management Clinic, Sherman Hotel, Chicago.
 Nov. 14-17—Second International Automation Exposition, Navy Pier, Chicago, Ill.
 Nov. 17-18—National Industrial Traffic League, 48th annual convention. Executive Committee meets Nov. 15-16, Chicago, Ill.
 Dec. 4-9—American Assn. of State Highway Officials, annual meeting, Jung Hotel, New Orleans, La.
 Dec. 12-13—The Material Handling Institute, annual meeting, Statler Hotel, New York City, N. Y.

1956

- Jan. 18-19—American Trucking Assn., Executive Committee, Washington.
 Jan. 22-26—NARW-TRRF Advance Seminar, Purdue University, Lafayette, Ind.
 Jan. 23-25—Truck-Trailer Manufacturers Assn., annual convention, Edgewater Gulf Hotel, Edgewater Park, Miss.
 Jan. 23-27—Regular Common Carrier Conference, Board of Governors Meeting, El Mirador Hotel, Palm Springs, Cal.
 Feb. 6-7—National Wooden Box Assn., annual meeting, Shamrock Hotel, Houston, Texas.
 Feb. 9-10—Private Truck Council of America, annual convention, Cleveland Hotel, Cleveland, Ohio.
 Apr. 3—The Material Handling Institute, spring meeting, Edgewater Beach Hotel, Chicago, Ill.
 Apr. 22-26—National Tank Truck Carriers, American Trucking Assns., Shoreham Hotel, Washington, D. C.
 Apr. 29-May 3—Operations Council, American Trucking Assns., annual meeting, Sheraton-Cadillac Hotel, Detroit, Mich.
 May 5—Local Cartage National Conference, American Trucking Assns., New Orleans, La.
 May 13-19—Regular Common Carrier Conference, American Trucking Assns., Board of Governors Meeting, Edgewater Park, Miss.
 June 5-8—The Material Handling Institute's Exposition of 1956, Cleveland Public Auditorium, Cleveland, Ohio.

Associated Traffic Clubs of America Lists Officers; Names Winners in Club Publications Contest

Officers of the Associated Traffic Clubs of America, renamed at the recent 32nd Annual Meeting, are: L. A. Pomeroy, Jr., president; F. L. O'Neill, executive vice president; G. Lloyd Wilson, vice president, education and research; Raymond P. DeGroote, secretary, and R. Paul Yellen, treasurer and assistant secretary.

Regional vice presidents include: T. F. Murphy, New England; Arthur C. Roy, Middle Atlantic; L. E. Galaspie, South Atlantic; R. C. Berrey, East North Central; George C. Stohlman, East South Central; Ervin Manske, West North Central; Lamar W. Land, West South Central; Lowe P. Siddons, Mountain Region; W. E. Nicholson, North Pacific, and A. J. Lacombe, South Pacific.

Members of the Board of Directors are as follows: Terms to expire in 1956—Alonzo Bennett, W. T. Burns, N. B. Correll, H. F. East-erling, R. J. Hanson, F. A. Mar-

shall, Mollie Moore, J. E. Myers, H. A. Peterson, R. M. Regan.

Terms to expire in 1957—J. S. Branch, Mrs. A. D. Woods, Madge Henderson, J. A. Inglis, M. A. Keith, W. S. Nevius, A. L. Peterson, R. W. Sager, J. R. Wagner, N. S. Worrel.

Terms to expire in 1958—A. H. Brown, L. H. Robbins, Dorothy H. Docken, Eugene Landis, G. H. Burtis, C. F. Farmer, M. Gaydos, P. M. Gish, D. S. Mackie, J. W. Scott.

Publications of the following clubs were awarded first place in their respective divisions: Traffic Club of Kansas City, Section 1A; Transportation Club of Louisville, Section 1B; Women's Traffic Club of Metropolitan St. Louis, Section 2A; Women's Traffic Club of Pittsburgh, Section 2B; Central Arkansas Traffic Club, Section 3.

In addition, two awards of merit were named in each of the above classifications, and 17 Paceleader awards were made.

—DA—

ATC Sponsors New Contest

"Why Change the National Transportation Policy?" is the subject of the current essay contest being sponsored by the Associated Traffic Clubs of America. The contest closes Dec. 31. All entries should be typed, double-space, on one side of the paper only. Length of the paper should be kept at about 1,000 words.

To be eligible, a participant must be a member of a club affiliated with ATC. All entries should be mailed to A. W. Greene, Associated Traffic Clubs of America, Chestnut & 56th Sts., Philadelphia 39, Pa.

—DA—

John Black, Jr., of Birmingham, Ala., was elected president of the National Truck Leasing System, Inc., at that group's annual meeting in Chicago, Sept. 18-21.

Car Loadings

		1955	1954
January	(4 wks.)	2,524,775	2,489,506
February	(4 wks.)	2,575,062	2,461,745
March	(4 wks.)	2,621,087	2,411,886
April	(5 wks.)	3,432,895	3,093,083
May	(4 wks.)	3,062,863	2,696,753
June	(5 wks.)	3,782,011	3,348,853
July	(4 wks.)	3,033,924	2,632,005
August	(4 wks.)	3,113,689	2,708,186
September	(4 wks.)	3,142,006	2,711,460
Total		27,288,332	24,553,477

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

National Association of Shippers Advisory Boards Names Witherspoon President; Burwell, Covey VP's

J. W. Witherspoon, of Los Angeles, Calif., assistant general traffic manager of the United States Rubber Co., last month was elected president of the National Association of Shippers Advisory Boards at the 19th annual meeting of that organization, in Pittsburgh, Pa. He succeeds C. L. Denk, of Atlanta, Ga., general traffic manager of Fulton Bag & Cotton Mills.

T. C. Burwell, of Decatur, Ill., vice president of the A. E. Staley Mfg. Co., was re-elected vice president. Ralph E. Covey, of New York, traffic manager of the American Sugar Refining Co., also was elected vice president.

Few Easterling, of West Monroe, La., traffic manager of the

Brown Paper Co., was named secretary.

More than 400 of the nation's leading shippers and receivers discussed problems and progress in the transportation industry at the meeting. William T. Faricy, president of the Association of American Railroads, was a principal speaker. NASAB officials who reported on various phases of transportation included Witherspoon, Burwell, and H. E. Bingham, outgoing secretary.

Another highlight of the meeting was a report by R. C. Avery, of Rochester, N. Y., general chairman of the shippers' National Management Committee for Prevention of Freight Loss and Damage.

—DA—

Club Briefs

Ritson Graves, of U. S. Metals Refining Co., will talk on "Communications" at the November meeting of the New Jersey Chapter, AMHS.

Members of the Traffic Club of Houston were guests at an International Trade Exhibit in Houston last month in honor of World Trade Week.

E. G. Plowman, vice president, traffic, United Steel Corp., spoke at the October meeting of the Transportation Club of Toronto.

The Annual Dinner of the Transportation Club of Buffalo (N. Y.) has been scheduled for Nov. 10.

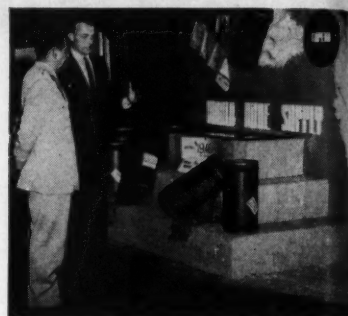
Fred R. Field, president of the New York District Council, ILA, addressed the October meeting of Omicron New York Chapter No. 42, Delta Nu Alpha.

Gordon M. Bain, executive vice president, Slick Airways, spoke on "The Place of Air Freight in Transportation" at the last meeting of the Los Angeles Transportation Club.

"Competition in Transportation" was the theme of the first meeting of the season of Connecticut Alpha Chapter No. 56, Delta Nu Alpha. Dr. Frank Asher, DNA regional vice president, was the principal speaker.

The Traffic Club of Greater Miami and the Women's Traffic Club of Greater Miami will co-sponsor Transportation Day on Nov. 5 with a special program.

Prize-Winning Display



General E. W. Rawlings (left), commander of Air Material Command, views the prize-winning display of the Topeka Air Force Depot, Topeka, Kansas, at the world wide Air Force packaging conference held recently. Henry Low, chief of the Material Control at Topeka, explains the exhibit, which features aluminum sheets packed in a roll instead of flat

SIPMHE Exposition in N. Y. Breaks All Records

The 10th Annual Exhibition of the Society of Industrial Packaging and Materials Handling Engineers in New York late in September went into the record books as the most successful meeting in the group's history. Attendance at the Exposition reached 8,000, and registration at the technical short course totalled 425.

Eighteen daily sessions were conducted at the short course on the NYU campus. The courses were divided into four sections.

Another highlight of the program was the annual Protective Packaging and Materials Handling Competition. Winners in each of the seven classifications were:

J. L. Krager, RCA, Corrugated or Solid Fibre Boxes; Breco Freeman, Jr., Specifications Packaging & Engineering Corp., Nailed Wood Boxes & Crates; W. M. Bates, Fairbanks, Morse & Co., Wire-bounds; R. Salembier, Jr., Specifications Packaging & Engineering Corp., Cleated Panel Boxes; E. R. Highlander, Entron, Inc., General; H. A. Kilmer, North American Aviation, Export Packages, and L. A. Walker and K. F. Rosebush, Chevrolet, Materials Handling.

Claims for loss and damage on rail shipments in the first six months of this year declined 9 per cent below the corresponding 1954 period.

—DA—

News Briefs

An additional 2,300 miles of Interstate System—recommended by state highway departments—has been approved by the Bureau of Public Roads.

The Material Handling Institute has announced that Modern Caster Co., Rockford, Ill., and David Round & Son, Cleveland, Ohio, have joined MHI.

Delta Air Lines, Inc., has announced that it will discontinue progressively the use of the dual operating name, Delta-C&S.

The Port of San Francisco has established a Truck Unloading Service to provide fast turn-arounds for out-of-city carriers.

The Illinois Central Railroad expanded its piggy-back service, effective Oct. 1, between Chicago and Memphis. The expanded service will include trailer-load traffic.

Pan American World Airways has announced approval of a plan to purchase 45 American-built jet transports.

Guided Missile Retarder Classification



An electronic device developed for directing guided missiles now directs freight cars. Union Pacific Railroad has demonstrated a system at its retarded yard at North Platte, Neb., that switches, and controls the coupling speeds of freight cars automatically. Developed jointly by the railroad and Reeves Instrument Corp., this electronic wizard is the first full-train application of automatic switching and car retarding. Called the Electronic Yardmaster, the system is expected to virtually eliminate impact damage to boxcar lading resulting from errors in human control of freight car handling in retarder yards. While the pilot system now in use at the retarder yard provides for routing only to eight tracks, the completed project will provide automatic controls for all 42 tracks of the yard which handles as many as 4,000 freight cars in 24 hours

Cabinet Committee Report in Spotlight as Truckers Meet in Washington at 22nd Annual Convention of the ATA

The Cabinet Committee Report on Transport Policy and Organization stole the spotlight last month when more than 2,000 trucking executives gathered in Washington for the 22nd Annual Convention of the American Trucking Associations, Inc.

By many in attendance the Convention was called a "meeting for survival" as a number of speakers, group officers, and individual members expressed the opinion that recommendation of the Cabinet Committee, if adopted by Congress, would wipe out the trucking industry.

The six-day meeting, which began Oct. 16, was highlighted by addresses by Howard Pyle, admin-

istrative assistant to President Eisenhower; James K. Knudson, former ICC commissioner and DTA head, and Josh Lee, former CAB member, senator and congressman from Oklahoma.

The program also included championship finals of the National Truck Rodeo, and general membership meetings of the Automobile Transporters Conference, Regular Common Carrier Conference, Irregular Route Common Carrier Conference, Contract Carriers Conference, Film Carriers Conference, Local Cartage National Conference, Munitions Carriers Conference, Oil-field Haulers Conference, Private Carriers Conference, and Tank Truck Carriers Conference.

Industrial Truck Makers Accept Military Standards

At a two-day meeting last month with the Business and Defense Services Administration and the Department of Defense, the Industrial Power Truck Mfg. Industry Advisory Committee accepted, in general, the recommendations on military specifications presented by seven task groups.

Motor carrier participants in the National Motor Freight Classification last month at a meeting in Washington effected actions designed to comply with an ICC decision of January, 1954, under which activities dealing with freight classification matters were required to be separated from those involving traffic matters of general concern to motor common carriers.

MEN IN THE NEWS

Traffic

L. Entin—named traffic supervisor, Rohr Aircraft Corp., Chula Vista, Calif.

Frank H. Burns—named director of material handling and traffic, Fisher Body Div., General Motors Corp., Detroit, Mich.

Robt. J. Smith—appointed divisional traffic mgr., distribution div., Lever Bros. Co., Hammond, Ind. **Alfred H. Reccard**—named district traffic mgr. to succeed Smith. **Paul R. Scarano**—named asst. distribution analyst in New York. **Robert W. Mahony**—named district traffic mgr. at Los Angeles, Calif., succeeding **Maxwell Glen**—transferred to New York.

Russell R. Srigley—traffic manager and consultant, Parke-Davis & Co., recently retired.

Edward C. Madden—named director of traffic, The Admiral Co., Chicago, Ill., succeeding **William J. Curtis**. **Thomas A. Gaudette**—named traffic mgr.



David M. Daly—appointed traffic director, Bristol-Myers Prod. Div., Hillside, New Jersey.

Gordon Stedman—appointed asst. director of traffic and warehousing, The Minute Maid Corp., New York.

J. David Spruill—named gen'l traffic mgr., Columbian Carbon Co.

M. D. Thompson—appointed gen'l traffic mgr., Wyandotte Chemicals Corp., Wyandotte, Mich., succeeding **W. S. Nevius**—named traffic consultant.

William J. Curtis—named eastern div. traffic mgr., Kaiser Aluminum and Chemical Corp., Chicago, Ill.

Edwin J. Pruszyński—appointed traffic mgr., Sheboygan (Wis.) Traffic Bureau.

Layne Martin—appointed gen'l traffic mgr., and **Melvin G. Kelly**—named traffic mgr., Gould-National Batteries, Inc., St. Paul, Minn.

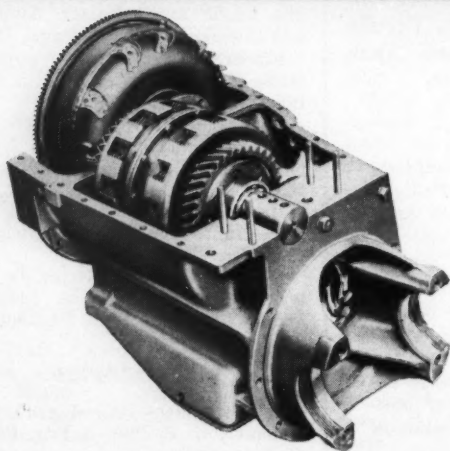
Harold D. Cunningham—appointed gen'l traffic mgr., The Goodyear Tire & Rubber Co., Akron, O.

Robert Pilson—reelected to third term as president, The Industrial Traffic Managers' Club, Baltimore.

Obituaries

J. K. Hiltner—retired gen'l traffic manager, U. S. Pipe & Fdy. Co., recently passed away.

YALE KGA 51 SERIES



YALE *Torque Transmission* [FULLY AUTOMATIC]

Specifically designed for the KGA 51 Series of Yale Industrial Lift Trucks, the Yale Torque Transmission through torque conversion provides the best all-purpose means of attaining "POWER WHEN NEEDED."

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Washington

DA

By Ray M. Stroupe, *Chilton Washington New Bureau*

TAX PLEAS FORECAST—Urgent pleas for the removal of all taxes on transportation will be presented to Congress early in 1956 by representatives of shippers, carriers, and travelers. Elimination of these discriminatory levies would benefit the national economy, emphasizes the National Conference for Repeal of Taxes on Transportation. The organization has named a special committee to lead its drive for tax repeal.

ASSUMES NEW ROLE—Herbert Hyde, former trial counsel for the GSA, now is acting commissioner of the GSA transportation and public utilities service. He is viewed as the probable choice for promotion to commissioner. GSA created the service earlier this year to expand the work of the transportation and public utilities division.

BELT TESTS PLANNED—Conveyor belt manufacturers who sell to mining firms will be asked by the U. S. Bureau of Mines for assistance in preventing coal mine fires. The bureau proposes to issue standards for testing the fire-resistant qualities of the belts. Manufacturers would voluntarily submit samples of their product to the bureau's central experiment station, at Pittsburgh, for testing.

CAR ACTION TAKEN—Numbers of refrigerator cars are being made available to haul non-refrigerated items in four western states, under ICC authority. Serious lack of boxcars in Oregon, California, Arizona, and Nevada prompted the ICC to permit the use of "reefer" cars. The substitution order is to be in effect through Dec. 31.

ALTER CRATING RULE—Corps of Engineers has revised the military packaging specification for open wooden crates with a maximum capacity of 2,500 lb. Revision was ordered to clarify portions of the original rule and to provide detailed nailing patterns and requirements. The specification, concurred in by the three military services, is identified as MIL-C-132A.

CALLS RETURN LOW—Railroad spokesmen may have scored with the ICC in their bid for permanent status for the temporary freight rate increases placed in effect in 1952. Commissioner Mitchell argued during the agency's recent hearing on the rates that rail lines get too low a return on their investment. They received less than 4 per cent last year, he stated, compared with a 6.8 pct return recorded by a national communications company.

FILLS LEGAL POST—An expert on federal administrative procedure, Robert Ginnane, is the new general counsel of the ICC. Ginnane, a New York state native, has had 17 years of civilian and military experience with the government. As an attorney in the office of the U. S. Solicitor General, he took part in several legal cases involving the ICC.

SHIP PROGRAM DRAFTED—Contracts for the first of 31 new cargo ships to be bought by the Moore-McCormack Lines, Inc., will be let next year. These vessels are included in a \$300-million vessel replacement program worked out by the Federal Maritime Board and the ship line. Also in the program will be two large cargo-passenger liners that will replace ships now used by Moore-McCormack.

APPROVAL IS LIMITED—Temporary approval is given by the ICC to four motor carriers, including Riss & Co., Kansas City, asking authority to haul explosives. The agency places a five-year limit on certificates for the companies, endorsing three of the firms as fit and able to perform the service. ICC has pending an investigation of the operations of Riss & Co. and defers its findings on the fitness of the carrier.

GIVES LEASE GRANT—Allowed by the ICC is the operation under lease, until next March, of Pacific Freight Lines, Los Angeles, by Pacific Motor Trucking Co., San Francisco. The operator, a Southern Pacific Co. subsidiary, proposes to buy the Los Angeles firm. Trucking groups have opposed the current ICC grant, contending there is danger in allowing a railroad subsidiary to expand its highway freight service.

READY SUPPLY SCHEME—Headway is being made by the Defense Department on a proposed plan to place buying, storage, and distribution of military supplies under single management. The plan would go much farther than the present system under which one service buys an item, such as petroleum, for all military users, but does not distribute it. New idea would be to put the buyer in charge up to the time the consumer gets the item.

BACKS TRAILER RUNS—Pan - Atlantic Steamship Corp. has initial approval to haul loaded truck-trailers on the strength of its current ICC operating certificate. An ICC examiner recommends that the commission consider the firm to have authority to institute trailer service. Pan-Atlantic
(Please Turn to Page 111)

Here's the big travel news of 1955

THE MILWAUKEE ROAD

is the **NEW ROUTE** of the

CITY OF SAN FRANCISCO

The Milwaukee Road
Union Pacific Railroad
Southern Pacific Lines

CITY OF LOS ANGELES

The Milwaukee Road
Union Pacific Railroad

CITY OF PORTLAND

The Milwaukee Road
Union Pacific Railroad

CITY OF DENVER

The Milwaukee Road
Union Pacific Railroad

THE CHALLENGER

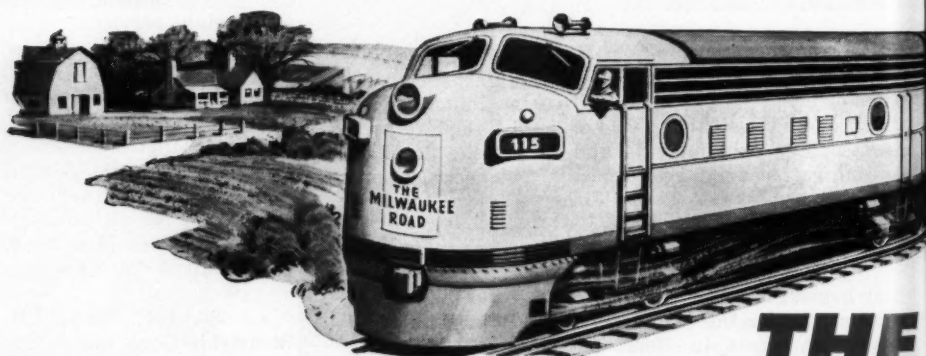
The Milwaukee Road
Union Pacific Railroad

between

CHICAGO AND OMAHA

on their daily through runs between

Chicago • Colorado • California • Pacific Northwest



THE

In an effort to eliminate the Christmas gift-giving practice this carrier felt that an investment in American youth—in the form of a scholarship program—seemed to be an ideal business goal. Customer reaction greatly favored the plan



NOVEMBER, 1955
Vol. 54, No. 11

Motor Freight Transport Offers Scholarship Opportunities

FOR a number of years at Pilot Freight Carriers, Winston-Salem, N. C., we spent a good sum of money for Christmas remembrances for our customers. It was not intended as a bribe or a hope for future business, but rather a genuine effort on our part to show our customers we appreciated their patronage during the year.

We were well aware of the law which forbade us to give any gift of intrinsic value. Incidentally, we were never able to define that word and, if reports we received were true, our competition didn't know what it meant either. I have always felt we were breaking the spirit of the law if not the letter of it.

Through many Christmas seasons we watched our expenditure for gift-giving get larger. We wanted to cut it out, but actually were afraid to do so, feeling that our competition would continue the practice and possibly we would lose some valuable accounts.

Operation 'Gift-Giving'

This business of giving gifts, at least in our company, had become an evil. It became a year 'round job. Reaction in January—planning in May—buying in June, July, and August—distribution to terminals in October and November—and delivery in December.

Christmas, which should be the happiest season of the year, be-

By E. Gerald Lackey
Sec.-Treas. and Gen'l Sales Mgr.
Pilot Freight Carriers, Inc.

came a dreaded affair. We were confronted with problems such as: How much to buy? Who should receive the most valuable gifts? Which customers could we possibly omit without losing their business? Which customers might give us more business if we gave them an extra nice gift? How could we get the gifts delivered without embarrassment to the individual concerned? Should New York City be given more gifts? Could we possibly cut down in Podunk?

Not only was this situation

nerve wracking to us, but our salesmen were complaining. They needed more items—at least more of the expensive items. The result was the complete loss of the spirit of Christmas with all it could and should mean to us.

The North Carolina Motor Carriers Assn. first tackled this problem in 1948. A panel discussion was held at least once a year, at which time we would deplore the practice and vow to eliminate it. However, at the last minute one or two motor carriers would break down and say they were going ahead with gift-giving for at least another year.

Each year hope would turn to hopelessness at the time for decision. We all seemed afraid and no one dared to take the initiative.

Investment in Youth

In 1952 the Pilot Co. began to look for some practical way to spend the money in lieu of the gift-giving practice. We looked for something that would have permanence and heritage.

An investment in American youth, in the form of a scholarship program, seemed to be an ideal business goal.

In our announcements of the program we endeavored to make our customers feel that they were responsible for making such a program possible, as indeed they were.

(Please Turn to Page 66)



Mark Hanna

A graduate student in economics, and the first student selected to receive the Fellowship in Motor Transportation award for 2-year, post-graduate study

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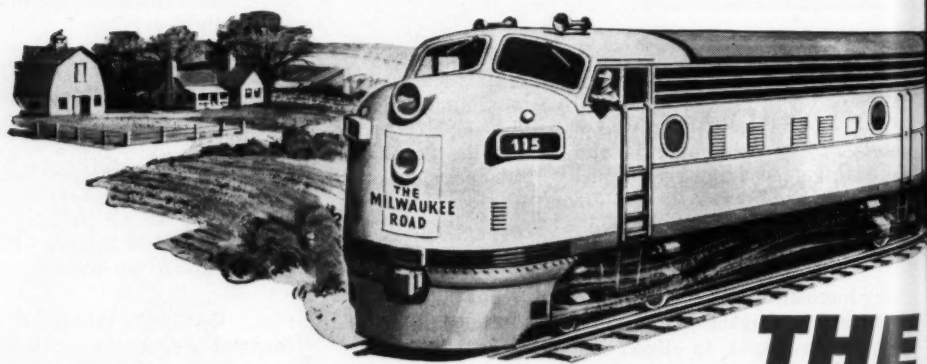
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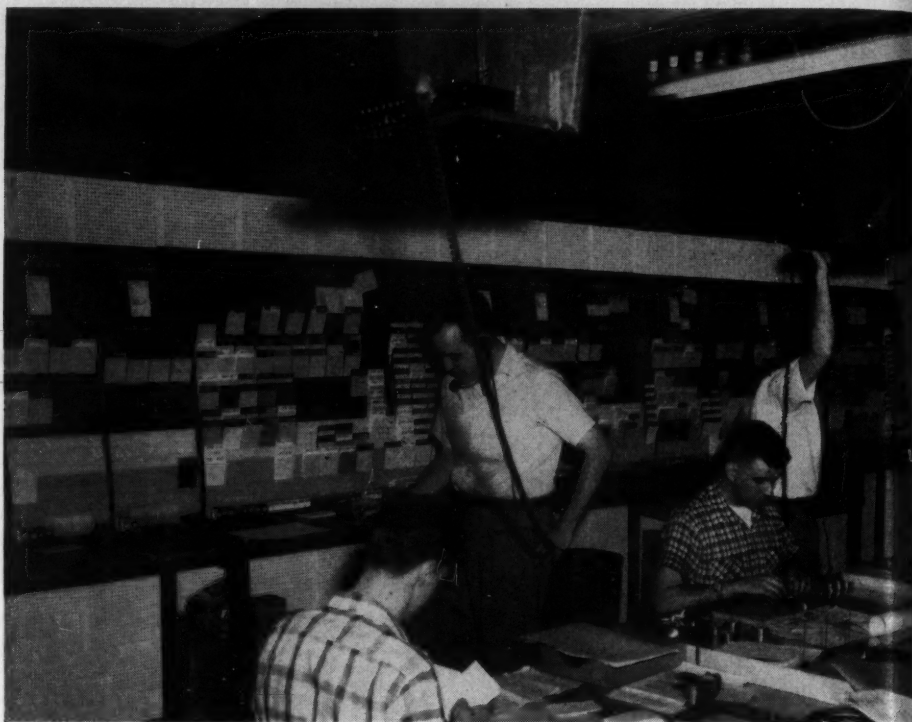


Mark Hanna

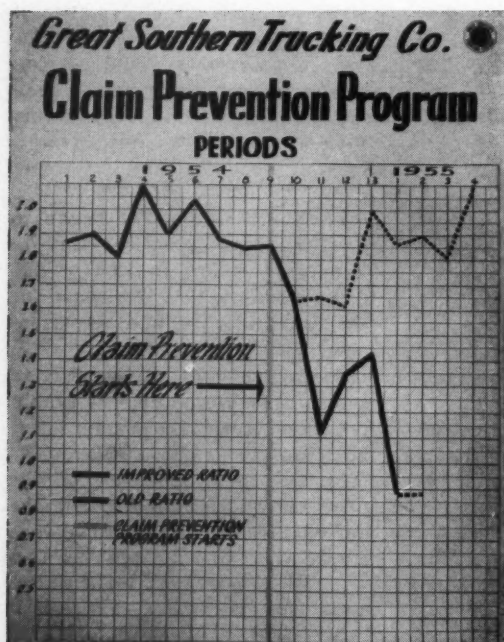
A graduate student in economics, and the first student selected to receive the Fellowship in Motor Transportation award for 2-year, post-graduate study

Communications room, with color-keyed cards at left and long-line telephone system in the foreground, shown right

Chart (below) shows how war on claims has reduced os&d ratio. Dotted line represents the previous average



Long-Line Telephones Reduce



A LONG-LINE telephone system connecting its main office in Jacksonville, Fla., with some 33 terminals in the Southeast is the latest tool employed by the Great Southern Trucking Co. in its war on claims.

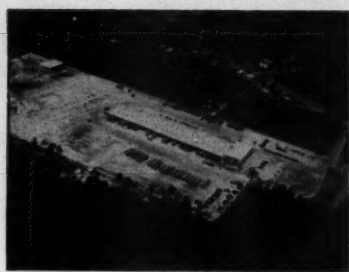
The complete claim prevention program, including the long-line system, is expected to save the company some \$200,000 on os&d's in 1955. It is predicted that better than 99 per cent of Great Southern's shipments will be claim-free this year.

The long-line telephone system, which was installed in January of this year, goes from Jacksonville to terminals scattered throughout the Southeast from Miami, Fla., to Chattanooga, Tenn., and Greensboro, N. C.

The telephone system, which replaced a teletype network, includes five private circuits which remain open 24 hours a day.

The \$200,000 saving mentioned above is on an anticipated gross business of \$20 million. When Great Southern opened its drive to reduce claims at the start of the final quarter of 1954, the company's claim ratio stood at 1.85 per cent.

By the end of the year the ratio was at its lowest



Three miles from downtown Jacksonville, terminal is on 33-acre site



Backbone of the Jacksonville operation is this equipment status board. Each card represents a piece of equipment

Concentrated war on claims, augmented by long-line telephone system connecting main office with 33 terminals, is expected to save this trucking company \$200,000 in 1955

OS&D Ratio

point in years. With the additional impetus supplied by the long-line system, the figure had dropped to 0.87 per cent by the close of the first quarter of 1955.

The chart at left illustrates results of the program during the last part of 1954. The dotted line illustrates what the chart would have looked like had the claims ratio followed the pattern set the previous year. The solid line under 1955, however, proves that the ratio continued its downward trend into the new year.

Great Southern divides its operations into 13 four-week periods instead of the customary 12 calendar months.

With the help of the long-line system, 85 per cent of the company's shortages are cleared up the same day they occur. Maximum and proper use of the equipment has enabled the company not only to cut costs, but also to give better customer service.

How It Works

Twice a day, system-wide os&d conferences are held over Great Southern's leased lines. Freight overages and shortages are reported, terminal by terminal, for immediate investigation. At other times dis-

Similar board for pick-up and delivery equipment holds cards arranged by route number and the drivers' names



patching information is handled orally, shipments are traced, urgent messages are relayed, and daily reports made.

The so-called "talk circuit" is operated in conjunction with and in the same room with a control system coded by color. This message room, which has been dubbed "the rainbow room," controls some 300 daily dispatches covering more than 340 tractors and 625 trailers, plus all interline and spot-lease equipment moving over the Great Southern system.

Every company terminal appears on the control board. Color-keyed cards and tabs represent tractors and trailers at each terminal. Pertinent data, including the drivers' names, are posted on cards. With this central dispatch control board, plus the telephone system, the message room knows at all times where every piece of equipment is at any hour of the day or night. With an outbound shipment leaving the busy Atlanta terminal every six minutes, the importance of this close check is readily apparent.

As an example of how the combined telephone and control room board works, assume that a vent trailer is needed immediately in Birmingham, Ala. One is located quickly at the Atlanta terminal, where it is

(Please Turn Page)



Use of this 768-ft in-floor truck dragging system effected a 65 per cent damage cut



One of 560 carts in system is unhooked and wheeled directly into the trailer

Drag systems have been so successful in initial use, that Great Southern plans to install similar systems at all large terminals



Long-Line Telephones . . .

(Continued from Preceding Page)

unloading before taking on another load for Florida. Since the Birmingham call is more urgent, telephone orders send the trailer to Alabama. A second trailer is dispatched later to Florida.

The board is the outgrowth of studies made by Great Southern and other leading companies in the common carrier trucking field. It is similar to ones operated by several other large motor carriers. Director of Transportation J. L. Mayfield had much to do with its planning and installation, but it

was built and color-coded by Operations Director D. W. Williams to give Great Southern the maximum use of its equipment.

The control board and telephone lines have been powerful adjuncts to Great Southern's war on claims. The concentrated drive on reduced os&d's was born last summer, when management decided to make an extra effort in an attempt to win the annual contest sponsored by the Freight Claims Council of the American Trucking Associations, Inc.

Another important factor in the company's reduced claims ratio is the new equipment being purchased under a modernization program which got underway more than two years ago.

Truck dragging systems eventually will be installed in every large terminal, and already are being used at Miami, Tampa, Atlanta, Chattanooga, Charlotte, Birmingham and in the new terminal in Jacksonville, where operations were started in late March.

Education Program

With physical conditions being right for a reduction in claims, management launched an intensive educational program which was developed around the philosophy that "people want to do a good job and will if shown how." Each terminal manager was given a list of claim prevention duties for each employee—drivers, warehouse workers, office managers, os&d clerks, rate clerks, and the terminal manager himself. Company officials conducted claim prevention meetings at all terminals.

Each case of freight damage or loss is investigated to fix responsibility. The delinquent employee is called in by the general manager and told how to avoid making the same mistake again. When a terminal appears to be having special problems, a freight claim investigator is sent to locate the source of the difficulty and to point it out to the manager in charge. •

By W. H. Roehrig
System Supervisor
Merchandise and Demurrage
Santa Fe Railroad

In-Floor Drag System Saves \$1 a Ton

AN IN-FLOOR truck dragging conveyor is providing a savings of more than \$1 a ton for the Santa Fe Railroad in its Corwith freight house, in Chicago. This figure is based on actual savings in handling costs in its present freight house, compared to costs in the company's former facility. The system made possible a step-up of output from 900 lb per man-hour to 1,400 lb per man-hour—a 40 per cent increase.

Before opening its present freight house, in 1952, freight was handled in a facility at the north end of the yards. Since the loading platforms were separated widely at this facility, a hand-trucking operation was the only one possible. Consequently, when the present lcl freight house was constructed at the south end of the yards, the decision was made to mechanize it.

In plan, the new freight house consists of a 25x48-ft brick head-house on the south, back of which extend three 1,235-ft-long concrete platforms. The west platform, which handles outbound business, is 45 ft wide and spots 70 road trucks. The east platform, also 45 ft wide, is devoted to inbound traffic and spots 50 trucks. The center platform is 30 ft wide, and is flanked by three tracks on

each side, which accommodate 160 cars.

Quick handling of the car and truck loads are achieved by the in-floor conveyor system. It consists of two circuits: One, 2,685 ft long for the outbound traffic, traces a course over the outbound and center platforms; the other,

2,330 ft long is for inbound only.

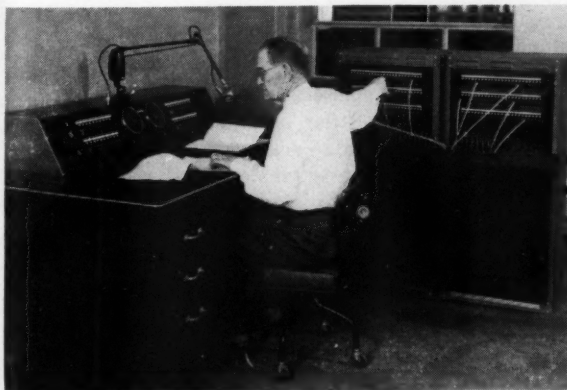
Each conveyor is a continuous chain in a floor slot propelled by a roller-chain drive powered by a 30-hp motor. Catch devices in the chain, at 12-ft intervals, engage tow pins on the platform trucks on the line. Operating at a speed

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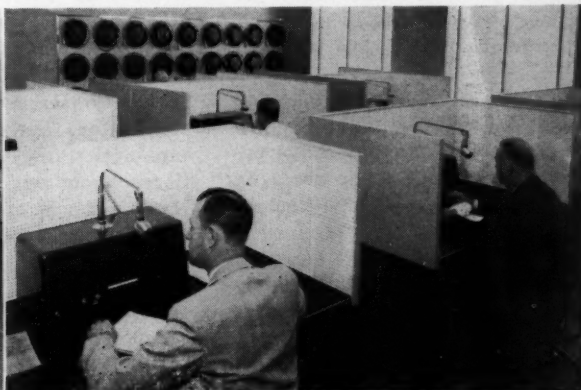


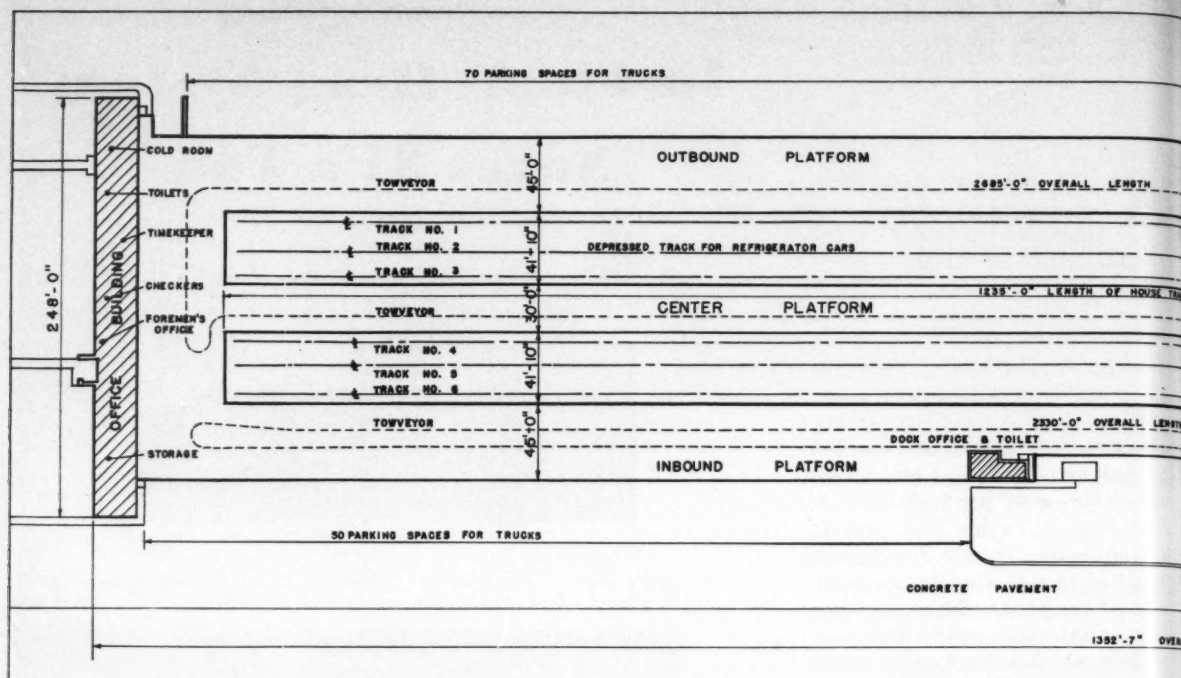
**Installation of a drag-type conveyor
in this freight house has raised the
output from 900 to 1,400 lb per man-
hour; an increase of over 40 per cent**

A switchboard and console in the communications center link all platform employees with the centralized checker



By way of the communications center, the platform worker calling for information is transferred direct to checker





North end view of the Corwith freight house. The floor plan above shows traffic pattern. Seventy outbound trucks can be spotted and 50 inbound

In-Floor Drag System . . .

(Continued from Preceding Page)

of 150 fpm, the longer conveyor carries about 175 trucks at a time, and the shorter one 165 trucks.

Track Crossings

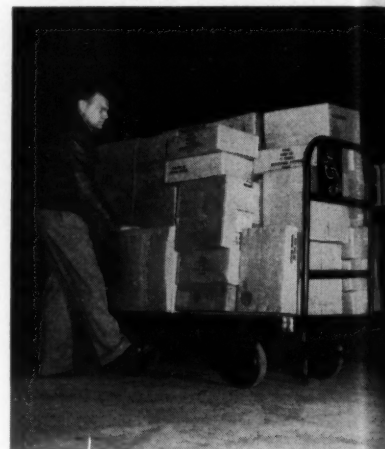
One difficulty that has plagued planners of continuous conveyors at freight houses is the necessity of constructing costly bridges at track crossings. This was overcome by channeling the conveyor circuit down a 6-deg ramp, turning 90 deg to pass under three tracks, and then up another ramp. Manganese steel was used for the rail crossing to sustain the

weights of loaded cars and engines.

An important factor in the man-hour savings at Corwith was the installation of a centralized communications system that permits a reduction of checkers. Formerly, each car required a checker. Now, a team of nine checkers, working in the headhouse, handle three cars each.

Checker Booths

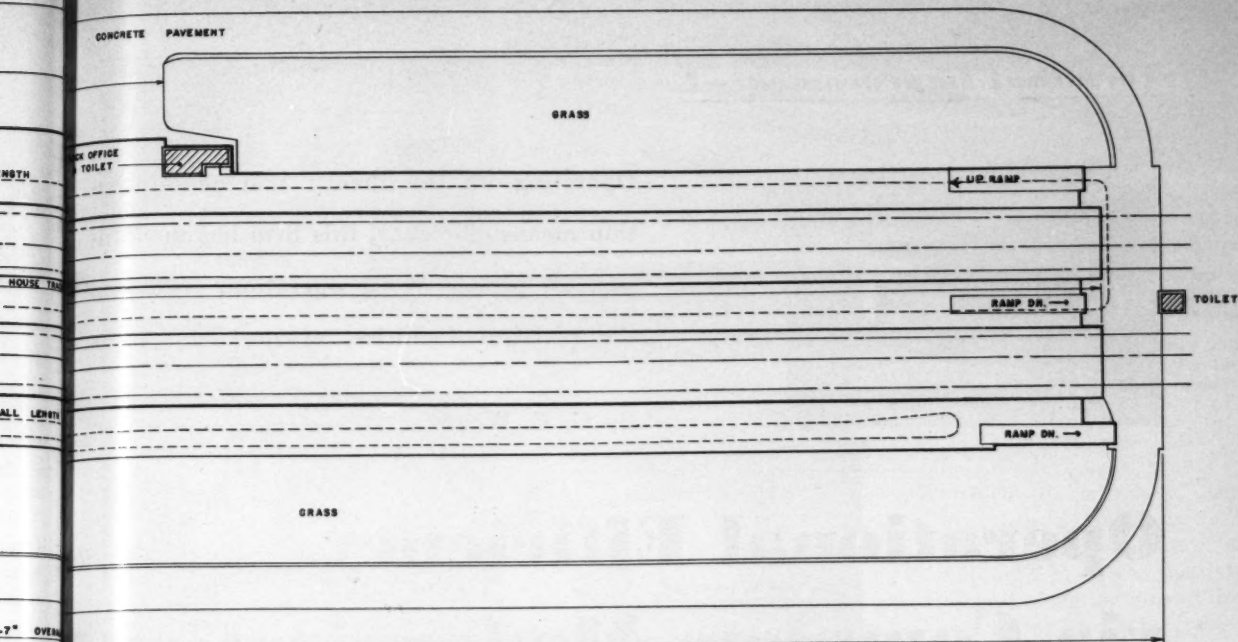
Seated in sound-proof booths, the checkers can communicate with any of 132 plug-in points dis-



Santa Fe pin is raised or lowered into chain by pedal on each side of truck

persed over the platform. Each caller, equipped with a portable talk-back speaker in the center of an extension cord reel, plugs in and is given block numbers for his shipments. A switchboard and a desk console link the callers with the checkers.

The heavier types of freight are moved by a fleet of gas and diesel-driven fork trucks, which range in capacity from 2,000 up. A job-



This truck dragging circuit serves the inbound platform. A separate circuit serves outbound platforms



A loaded platform truck, with lot number, on the outbound platform starting trip around circuit to its allotted box car

made lifter is used on the fork trucks to transport dock-boards.

27-ft Runway

To facilitate movement of fork trucks, the conveyor was built along a line 18 ft from the tracks on the outbound platform. This permits a 27-ft runway for the fork trucks.

Additional benefits that have contributed to better efficiency

and lower materials handling costs at Corwith include:

1. Use of the individual four-wheel platform trucks for each shipment virtually has eliminated misloadings.

2. Loss and damage has been reduced to a minimum.

3. Congestion on the platform now is non-existent. Both empty and loaded trucks are kept on the conveyor line, thereby freeing the

valuable platform working space.

4. Each platform is served by two rows of mercury-vapor lamps, strung along the truss bottoms. The lamps are spaced at 25-ft intervals, giving excellent illumination.

5. Good access for road trucks is provided. The freight house fronts a four-lane highway. Wide concrete aprons permit easy entrance to the outbound dock.*

Terminal Improvement-1



Operating on the theory that modernization means efficiency, this firm has modernized all phases of its operation, including the physical facilities, systems and ideas

By C. E. Wright, *DA Southeastern Correspondent*

Operational Efficiency via Complete Modernization

IN THE highly competitive transportation industry, complete modernization often spells the difference between profit and loss. The trucking industry is particularly sensitive in this respect. With taxes and overhead claiming a major share of the trucker's income, he must depend on complete operational efficiency in order to survive.

Complete Modernization

McLean Trucking Company, with general offices in Winston-Salem, N. C., offers firm proof that efficiency in operation is the only answer to the trucking industry's profit problems. McLean has enjoyed considerable success by observing the simple rule that "modernization means efficiency."

McLean's modernization program is carried through the entire operation. In addition to modern-

ization of the conventional physical facilities—such as the terminal itself, over-the-road equipment, and freight handling equipment—the North Carolina firm carries modernization into such phases as driver selection and training, claim prevention training and tools, office procedure, safety training, etc.

The modernization theme has been observed throughout the firm's entire history. From a one-truck beginning in 1934, McLean has grown to the point where it is the largest motor freight common carrier headquartered in the South, and among the nation's top 10. In the process, it acquired all or part of seven other companies between 1945 and 1954. Service has been extended to cover 12 states and the District of Columbia along the Eastern Seaboard.

In addition, McLean manages and operates the Carolina Motor Express Lines, Inc., under temporary ICC authority, pending approval of McLean's application to purchase the line. CMX operates between Chicago, Annapolis, and points in the Southeast.

Now operating more than 1,700 pieces of mobile equipment, McLean's intercity mileage jumped from 2,273,812 in 1941 to 40,282,271 in 1955. For the same period the number of shipments have increased from 28,751 to 1,333,500.

Of McLean's 38 terminals, the largest is a bulk-break installation at Winston-Salem. During 27 months of operation, it has provided more efficient service than facilities previously employed, with less damage to freight.

The new terminal employs an in-floor truck drag-

Through use of fork trucks and in-floor truck drag system, only three per cent of shipments touch floor





Above: As many as 118 trailers can be worked at one time in McLean's ton-a-minute terminal

Left: Terminal is spotted adjacent to office, safety, operations and the maintenance buildings

which it originally came.

When a trailer is to be pulled out or another one brought in to the dock, the job is done by one of four switching tractors, two of which are equipped with two-way radio. The dispatcher's office signals a switching tractor, which hauls the trailer out for, or in from the road driver.

The truck dragging system generally follows the pattern of similar installations often described in this magazine. Cargo for transfer to outbound trailers is stacked on 4-wheel carts of 750-lb capacity. The carts are attached to the dragline on 10-ft centers and move at 120 fpm. Carts are given a track number which corresponds with that of the outbound trailer. A bill holder is attached to the front of the cart, together with a small blackboard for identification marking.

Four electric trucks also are used for handling pieces too heavy or bulky for the carts. However, 2-wheel trailers can be hooked together for long pieces. McLean also has supplemented the carts with hand trucks, which can be attached to the dragline in the same way as the carts, and are used for bulky items. Fork-lifts are used largely for stacking and loading. The terminal and the drag system are operated 24 hours a day, seven days a week.

One of the most valuable adjuncts of the company's all-out effort to cut down on shortages or losses is its communications system, which consists of TWX to all of its terminals, and leased telephone lines to all but five of these offices. The teletype is used primarily for tracing and other routine communications, the telephone for dispatching over-the-road units in the quickest manner possible to points in the system where needed. The telephone has been found to be the more effective method of getting action.

Above all, McLean takes special pride in the national recognition its safety and claim prevention programs have won. Details of these programs are reported on the following pages.*

ging system for freight handling, which has resulted in a 17 per cent decline in os&d's.

It has been found that the truck dragging method operates with greatest efficiency at 600,000 lb or more a day. The installation has been averaging about 1,700,000 lb a day, but was designed for 3,000,000 lb daily.

Terminal Specifications

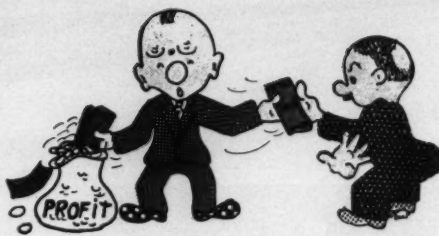
The new McLean terminal is situated on a 22-acre site on the outskirts of Winston-Salem and is served by four major highways. It's overall dimensions are 130 ft wide by 650 ft long. A dock area of 60,000 sq ft with tracks for 118 trailers and an office area of 5,000 sq ft, are designed for peak efficiency and safety. Surrounding the terminal are about 19 acres of yard, affording ample space for easy maneuverability and parking. Outbound trailers have regular berths, marked by signs overhead. Inbound trailers are pulled in at two designated spots, one on each side of the dock.

An innovation in terminals of this type is a pneumatic tube system with 36 outlets. There are two aluminum tubes, one for sending and one for receiving. Freight bills, bills of lading, loading diagrams and weight cards can be dispatched to or from the office at a rate of 40 ft per second.

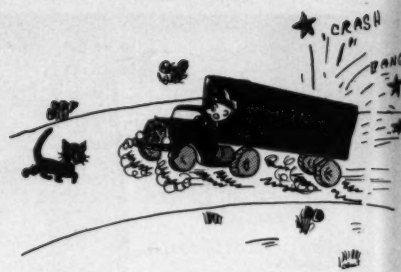
In the dispatcher's office, bills are sorted by trailer numbers and placed in proper pigeonholes. When a trailer is loaded completely, bills, loading diagram, and weight card are sent to a manifest clerk. A relay button on the dispatcher's control panel sends the pneumatic carrier back to the sub-station from



Cartoon calls attention to need for care in handling



Customer claims cost money, and, as this cartoon shows, loss comes out of profit



Importance of good loading practice shown by possibility of damage to shifting cargo

Terminal Improvement—II

Modern Claim Prevention at t

Education and training in this system are designed to emphasize the human element; as a result, the company has developed a claim prevention program which resulted in a five-year average in customer claims of not more than one-half of one per cent of the volume

ONE AREA in which McLean Trucking Co.'s modernization program has paid handsome dividends is in the field of claim prevention. Over the past five years customers' claims have averaged not more than one-half of one per cent.

In 1950 the firm won top award in the national claim prevention contest sponsored by the ATA. In 1951 and 1952 McLean took third place, and in 1953 and 1954 received certificates of merit.

Education and Training

McLean management attributes its successful record to a program of education and training "that will enable each employee, new and old, to understand the cause of claims, their results, and the part he must play in eliminating them."

McLean calls the human element the most important factor in freight claims. With more than 2,000 employees, most of whom handle freight, a great deal of training in freight handling is required to keep losses down. The firm finds that the principal cause of loss and damage is lack of education and training.

At McLean, almost every loss, damage or delay can be traced back to an act of negligence on the part of an employee. Very few of these acts are deliberate.

An effective claim prevention program, it is pointed out in a company manual, must have full management support. It should be designed to reach every person in the company; it must be long-ranged and adequately financed, and it must have the cooperation of all departments. The McLean program also suggests the necessity for follow-up.

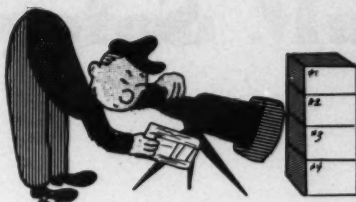
On-the-job training of workers is the responsibility of the terminal managers in the company program. No field representatives are employed. Management

Claims and Their Causes

	McLean Average %	National Average %
Shortages	30.8	27.7
Theft	13.7	5.1
Improper Handling	33.9	35.1
Concealed Damage	6.8	17.4
Delay	1.8	1.2
Defective Equipment	9.9	3.8
Wreck or Fire	3.1	9.7



Freight must be checked carefully to insure proper delivery



Inadequate and improper marking of shipments cause costly delays



Careful handling is rewarded. All cartoons are from company booklet given new men

at the Personal Level



Max Cooke
Vice-President
Claims Prevention

feels that the terminal manager is supposed to know his men better than a traveling representative would.

Turnover among terminal employees is relatively high, which means that new men are the number one problem. It is impressed upon them from the time of their employment that the checking, handling, loading and stowing of freight is a difficult and responsible job which requires special training.

Early Training

Every new employee is handed a small booklet titled "You and Your Company," which covers briefly and in cartoon form a carrier's responsibility from the time a shipment is picked up until it is delivered.

Experienced employees are not considered to have completed their training because they have been doing the job for some time. With the freight picture changing from day to day, there are many new things for them to learn. They participate in the training program to the same extent as new men.

One of the most effective methods used by the Claim Department to drive home the causes and effects of carelessness and inefficiency is an os&d summary for each terminal for every week. Reports for each terminal are in the hands of the terminal manager on Friday or Monday. These reports tell exactly what happened, how it happened and how the same mistake can be avoided in the future.

Responsibility for clearing up a bad record falls upon the terminal manager. If he cannot solve the problem, the home office sends men of greater experience to assist. Preventive measures to stop mistakes before they happen is the backbone of the educational program.

Continual instruction to employees is given by sev-

eral methods, chief of which is regular meetings. Two os&d meetings are held each month, more if circumstances justify. Minutes of these meetings must be sent to the home office. All meetings are on company time.

Every two weeks a special bulletin is published. It is in cartoon form and aims to drive home McLean's instructions on careful handling and other factors involved in potential claims.

Seasonal Precautions

These cartoon bulletins not only call forcible attention to mistakes that have been made, with name calling if necessary, but stress the precautions that must be taken during various periods of the year when there is extreme heat, or cold, heavy rains or other weather conditions to be guarded against. They also stress the special care to be taken during vacation seasons, when the make-up of terminal crews is going through weekly changes.

Most of the bi-monthly meetings are short—usually only 20 minutes—but they are well organized in order to accomplish as much as possible in that brief time. There are discussions of weak spots, as revealed by the weekly analyses of os&d's and the bulletins sent out from the home office; also motion pictures furnished by the ATA.

(Please Turn to Page 68)

Safety First—A



Above: W. Henry (left) presents Marcus A. Dow award to G. C. Alexander, former director of safety

Right: A company instructor gives a group of driver-trainees pointers in maneuvering a highway unit



In seven years of operation, this safety program has improved the company's miles-per-

ANOTHER phase of the McLean Trucking Company operation in which modernization led the way to efficiency, is in the field of safety. Through institution of a modern safety program, McLean can point to the following chart of year-to-year progress:

1948—	28,000 miles per accident
1949—	46,135 miles per accident
1950—	58,336 miles per accident
1951—	73,222 miles per accident
1952—	145,828 miles per accident
1953—	162,782 miles per accident
1954—	202,484 miles per accident
1955—	208,690 miles per accident

(On basis of first eight months)

This record won for the Winston-Salem, N. C., company and its safety director the 1952 Marcus A. Dow Memorial Award, given each year to an outstanding fleet safety engineering profession. That same year, the North Carolina state safety award also was presented to G. Carlton Alexander, who was McLean's director of safety at the time.

Since that time Mr. Alexander has left the com-

pany to go into business for himself. In 1955 Max Cooke, former claims agent for McLean, was elected vice president in charge of claims prevention. As such, he administers the activities of both the claims and safety departments. H. T. Walton now is director of safety, and J. O. Styers is claims agent.

Although organization teamwork is stressed as the underlying factor in the success of the safety program, the motivation comes from company headquarters in Winston-Salem.

During the seven years of the safety training program changes have been made in procedures. Currently, the program consists of psychological pre-employment tests, a driver training course for new employees, a later in-service course, and a refresher course for older drivers. Weekly meetings also are held to discuss accident-prevention.

Effect on Earnings

In 1953 the director of safety conducted a survey of 52 experienced drivers who had successfully passed through recruit training, in-service training, and the refresher course.

Earnings of the group had increased from \$474 to \$579 a month after refresher training, based on production miles driven. These drivers had aver-

A Modernization Must

Left: Instructor explains Complex Reaction Tester to driver-trainees in driver training school classroom

Below: Drivers consulting with their driver-supervisor. Each supervisor has charge of about 100 men



VIOLATION OF SAFETY REGULATIONS

accident record from 28,000 to 208,000

aged 114,791 miles per accident before in-service training; after this training their accident-free mileage jumped to 252,000. After the refresher course they averaged 330,000 miles without accident.

A marked reduction of violations of safety regulations also was effected by supplementary training. Before in-service training the average was 60,549 miles per violation; after in-service training the mileage per violation climbed to 168,000, and after the refresher course to 224,000 miles.

The necessity for disciplinary action for violation of company rules also has been greatly reduced by means of continued training. Prior to in-service training these 52 drivers averaged only 86,093 miles per item of disciplinary action necessitated. After in-service training the mileage per item went up to 132,631, and after the refresher course to 224,000.

This survey has conclusively demonstrated that even the older and more experienced drivers benefit greatly from the refresher course, which now is given to all drivers once a year.

Personnel selection and continuous training are the keynotes of the program. With more than 2,000 employees, the company naturally has had a steady hiring program, in addition to replacements, to keep up with its own progress.

PERIOD PRIOR TO
RECEIVING IN-
SERVICE TRAINING

60,549 MILES PER VIOLATION REPORTED

PERIOD AFTER
RECEIVING IN-
SERVICE TRAINING

168,000 MILES PER VIOLATION

PERIOD AFTER
RECEIVING SECOND
IN-SERVICE TRAINING

224,000 MILES PER VIOLATION

Above: Value of in-service training for both new and experienced drivers is illustrated by violation report

From the beginning of its program, McLean has subjected all trainee applicants to psychology tests. In an effort to reduce testing time and to work out a system more pertinent to the situation, the company asked the psychology department of the State College of North Carolina to make a study which would correlate test scores with driver performance records and come up with a composite but simplified procedure applicable to both trainees and experienced drivers.

What McLean has found from its years of testing is that in any group of normal people, as rated by psychology tests, there will be accident-prone and non-accident-prone persons. How to eliminate the

(Please Turn to Page 70)



Electric typewriter handles continuous, marginally punched freight bills

By P. J. Haughian, Treasurer
Middle Atlantic Transportation Co., New Britain, Conn.

Installation of an Integrated Data Processing system, and the use of continuous, marginally punched forms give promise of one of trucking's lowest cost-per-freight-bill operations

Paperwork Modernization



After freight bill is written, the one-time carbons can be snapped out

With this system, it takes less time to process the bills for dock use



WITH fixed rates and regulations, the motor freight operator must depend on two principal factors in his battle to meet competition:

1. His ability to increase profits by cutting operating costs.
2. His ability to gain greater acceptance, and volume, through offering better service.

At Middle Atlantic Transportation Co. we have found an effective answer to both of these needs through paperwork modernization. The latest step in this direction is the planned installation of an Integrated Data Processing system.

Earlier we had effected considerable economy in the area of paperwork through the use of continuous, carbon-interleaved forms for billing, and a tabulating system for accounts receivable.

The IDP system will tie in the punched card operation at our New Britain, Conn., headquarters accounting office with the transmission of waybills by leased wire service from eight terminals in seven states. Preliminary estimates indicate a savings of approximately one-third of the total billing costs.

Briefly, the system will work as follows:

1. Pick-up trucks will be stripped from the bill of lading, which is

the only piece of paper in existence when a shipment is received.

2. Shipments then will be loaded on road trailers, and the bills of lading maintained in trailer order. This will be by clip-board or pigeon hole, according to the size and operation of the terminal.

3. Bills of lading then will be rated, extended, and marked with the trailer number in preparation for the cutting of the waybills.

4. Waybills will be cut by teleprinter. As the original copies are prepared, a perforated, five-channel common language tape will be produced automatically as a by-product.

5. Waybills will be transmitted over leased wire to the New Britain switching center by inserting the tape in a transmitter.

6. At New Britain the waybills will be received in tape form. A master copy of the waybill will be produced and the tape inserted in a transmitter and sent to the proper destination. Waybill tapes will be passed through a tape-to-card converter, and pertinent data on the waybill tapes extracted automatically and entered on the cards.

7. At destination terminals, forms will be threaded in receiving machine permitting receipt of ready-to-use waybills.



A by-product of the renovated accounting system is an IBM punched-card follow-up unit to control accounts receivable



Customer statements are prepared as an almost automatic by-product of the working system in tabulating department

in the Terminal

MIDDLE ATLANTIC		ORIGINAL FREIGHT BILL		GENERAL OFFICES: 878 WEST MAIN STREET NEW BRITAIN, CONN.	
DATE		ROUTED VIA		TER FROM MANIFEST NO.	TER TO
FULL NAME AND ADDRESS OF SHIPPER				No. 505509 E	
COMMERCE AND DESTINATION		CARRIER		B.L. NO. AND DATE	
		CONNECTING LINE REFERENCE		PORT OF ORIGIN	
NO. PCS	DESCRIPTION AND MARKS	WEIGHT	RATE	CHARGES	TAX
					PREPAID TOTAL
					COLLECT TOTAL
<p>THIS IS YOUR INVOICE PLEASE REMIT TO MIDDLE ATLANTIC TRANS. CO., INC.</p> <p>MAKE CHECKS PAYABLE TO MIDDLE ATLANTIC TRANS. CO., INC. - 878 W. MAIN STREET NEW BRITAIN, CONN.</p> <p>BY U.C.C. RULING CREDIT IS LIMITED TO SEVEN DAYS</p> <p>RECEIVED THE ABOVE DESCRIBED PROPERTY IN GOOD ORDER</p> <p>FULL NAME OF CONSIGNEE</p>					
		C/O CHARGED	DRIVER COLLECT		
		DATE	PER		

Continuous form, produced by Standard Register Co., is marginally punched to permit perfect pin-feed alignment in the typewriter, uses one-time carbon

Two problems had to be resolved before the new system could be set up. Existing waybill forms had to be redesigned to facilitate extraction of pertinent data into punched cards. Secondly, the existing private wire system had to be revised to permit transmission of waybills as well as normal message traffic.

Installation of the IDP system will result in improved communications, better operations, more

prompt dispatching and the dispatch of fresh drivers, improved rating and billing, postage savings, centralized auditing and control, rapid receipt of clerical data, etc.

One immediate and obvious gain is expected when it becomes possible to wire each terminal its net revenue and tonnage by the second day after bills are cut. This results in further reduction of clerical expense in terminals by

eliminating the calculations and preparation of adding machine tapes formerly required to obtain revenue figures for the branch office weekly operating report.

Through use of the continuous, carbon - interleaved, marginally punched forms, which have been standard with our operation for several years, we have been able to effect a cost-per-freight bill considerably below industry average.

Before these forms were adopted a study was made; and it was found that the biggest single cost factor in freight bill preparation was the time it took to write the bill. The price of materials was found to be insignificant compared to labor.

Several important points led to the decision to adopt the forms. By equipping our typewriters with registrator platens—pin-feed devices which feed the form into the machine—we were assured of an uninterrupted work flow. Typing then became a production job, with no time out for adjusting or arranging paper.

Use of interleaved, one-time carbons assures perfect impressions on all copies, with no hand adjustment needed. Because registration on marginally punched forms is guaranteed, the forms can be pre-numbered at the factory.

Every time Middle Atlantic accepts an order for a freight shipment, the paperwork routine begins immediately—initially in the preparation of nine copies of our bill.

(Please Turn to Page 67)

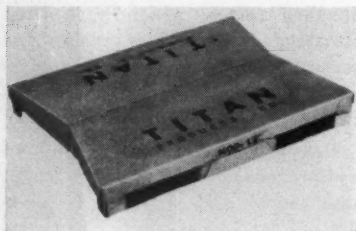


PRODUCTS

... FOR FURTHER INFORMATION

Paper Pallet

A newly developed one-ton capacity, expendable paper pallet soon will be introduced by **Titan Products**. The four-lb pallet, when "knocked down," occupies about 25 per cent of the storage space required by ordinary pallets. It

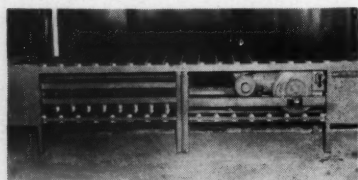


is easily folded and wire stitched or stapled. Each unit will support at least 2,000 lb, and can be stacked loaded four-high without endangering the base pallet. The units initially will be available in sizes of 32 x 40 and 40 x 48 in., with two-way entry for truck forks. Safety factors include fire and moisture proofing.

Circle 35 on Card Facing Page 49

Variable Speed Unit

Several new developments in steel belt conveyors have been announced by **West Bend**. In-



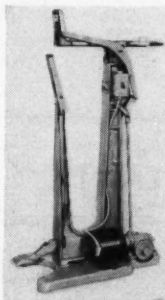
cluded are improvements in the design of the steel belt, as well as in new variable speed drives

and electronic controls. A speed ratio of 3 to 1 is accomplished by variable speed drive pulleys, which adjust automatically.

Circle 36 on Card Facing Page 49

Box Bottom Stapler

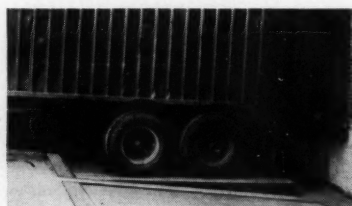
A new, wide-crown stapling machine designed to seal box bottoms with fewer staples has been announced by **Bostitch**. The staples are spaced up to five in. apart to meet standard freight specifications. The unit, Model F94, is available for foot or motor operation. The motorized unit, which operates at 186 strokes a minute, is recommended for volume production. It is claimed that three or four of these heavy-duty staples do work which usually requires 12 to 16 staples of the customary size. Containers are easily inserted and removed from the bottoming post.



Circle 37 on Card Facing Page 49

40,000-lb Capacity

A new model in its line of adjustable truck leveling devices has been introduced by **Rowe**



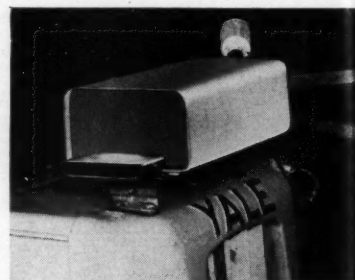
Methods. The unit is built into the pavement in front of a loading dock and by means of a hydraulic system, raises or lowers

a truck or trailer. This device, with standard units measuring 12 ft in length, is available in 9 or 10-ft widths. The ramp is operated by push-button control.

Circle 38 on Card Facing Page 49

Exhaust Purifier

New catalytic exhaust purifier, manufactured by **Oxy-Catalyst**, burns exhaust components of gasoline-powered industrial trucks operating on leaded fuel, using pellet-type catalyst that resists lead contamination. The device

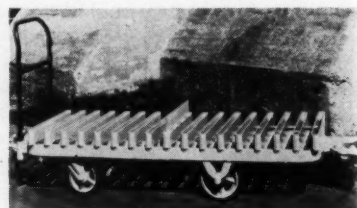


is claimed to eliminate as much as 90 per cent of exhaust carbon monoxide, aldehydes and hydrocarbons. The unit, which is connected by flexible coupling to engine exhaust manifold is designed for convenient horizontal mounting on all types of trucks.

Circle 39 on Card Facing Page 49

Palletless Handling

A new type trailer, designed for palletless handling, has been an-



nounced by **Mercury**. Standard wood or steel deck construction

has been replaced with 4 x 1/4-in. bar stock, rounded on each end in oblong shape and welded to the frame at two-in. intervals. Fork trucks insert multiple forks between the bars to pick up loads.

Circle 40 on Card Facing Page 49

Fork Truck Line

A new line of electric fork trucks, Model FT, has been developed by **Baker-Raulang**. Capacities are 3, 4, and 6,000 lb. The units have high stability due to low center of gravity, increased



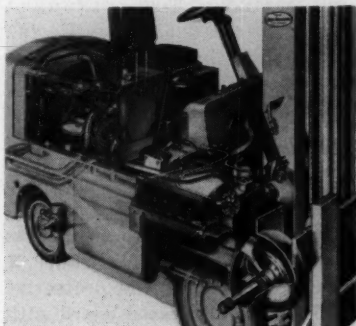
width and low overhang. Features include three braking systems, automatic-type steering column, foot pedals, instrument cluster and reduced weight.

Circle 41 on Card Facing Page 49

Torque Transmission

A new series of lift trucks, the KGA51 line, has been introduced by **Yale & Towne**. The units are equipped with torque transmission which provides fully automatic gear shifting. Built in capacities from 3,000 to 8,000 lb inclusive, these trucks provide a new dimension to the line of gas, diesel and LP-Gas powered equipment. The whole transmission unit can be removed from the truck with-

out disassembly and clutch discs can be replaced without removing

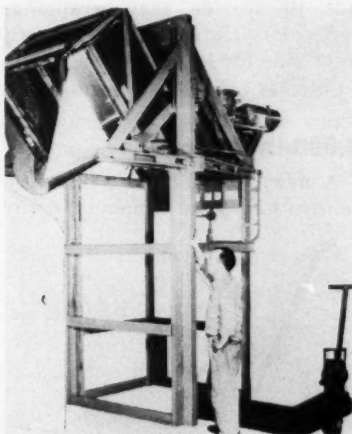


major components. Dual brake pedals have been provided.

Circle 42 on Card Facing Page 49

Power Dumpers

The introduction of a new line of power dumpers recently has been announced by **Langley**. Model 54 is for front dumping loads up to 750 lb, and lifts up to 8 ft. Model 36 is for front dumping loads over 750 lb, and any dump-

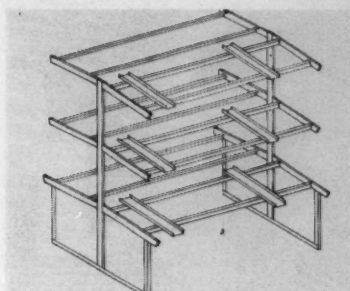


ing height. Model 32 is for side dumping and is capable of handling loads from 2,000 up, and any dumping height. Any cycling can be furnished.

Circle 43 on Card Facing Page 49

Space Saver

A completely new type of furniture rack has been added to the Rak-A-Tier line of storage systems, as manufactured by **Artco**. Furniture is stored on open plat-

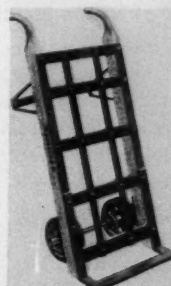


forms that are cantilevered on both sides of center uprights on the aisle, and the closer placing of the horizontal rack supports, increases accessibility and provides additional space.

Circle 44 on Card Facing Page 49

Heavy-Duty Hand Truck

Hamilton now offers a heavy-duty freight truck designed specifically for freight handling in terminal, dock, warehouse and freight carrier operations. Constructed of hardwood and steel, the truck is equipped with either semi-steel or molded-on rubber tired wheels. Increased capacity and efficiency in handling is accomplished by two additional vertical center straps extending up to an extra cross strap at the top. Rated load capacities are 1,000 to 1,800 lb.



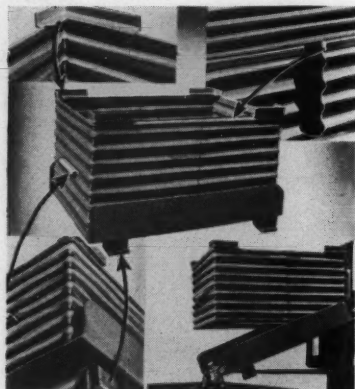
Circle 45 on Card Facing Page 49
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PRODUCTS and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

Drop Bottom Box

Many safety features have been incorporated into the design of the new, corrugated all-steel welded drop bottom boxes announced

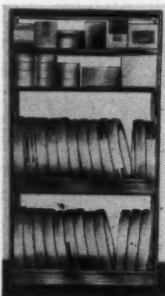


by Palmer-Shile. The units are made for use either with positioning stand or for controlled dumping by fork truck. Features include safety corners, lapped joints, reinforced legs, and four-way entrance.

Circle 46 on Card Facing Page 49

Portable Rack

Tires, small coils of wire, steel strapping and other circular items may be stored using a new type rack manufactured by Frick-Gallagher. Designed to increase the storage capacity, the unit provides higher, more orderly stacking of bulky items. Capacity is 1,300 lb at each rack level. Shelves have 300-lb capacity. Racks are 48 in. wide and 18 in. deep. Shelves and supporting



rails are adjustable in height on 2-in. centers. Two standard heights are available: 7 ft 3¼ in., and 9 ft 3¼ in.

Circle 47 on Card Facing Page 49

Corrugated Wrapping

Flexpak, a flexible corrugated board that shapes easily and offers maximum protection, has been introduced by Hinde & Dauch. Combining the protective qualities of corrugated board with

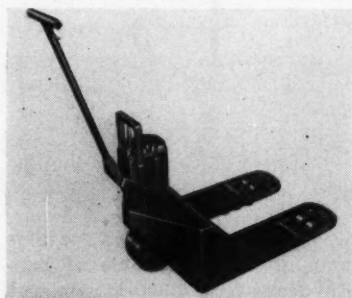


the convenience of wrapping paper, Flexpak is supplied in rolls for easy dispensing. The material is cross-scored on the corrugated side to provide easy wrapping, and color-printed on the smooth outer side for identification.

Circle 48 on Card Facing Page 49

4,000-lb Capacity

A new, hydraulic lift truck recently has been announced by



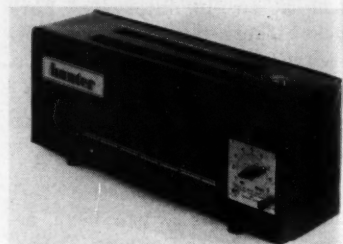
Rack Hydraulic Equipment. The new unit is designed for simplified handling of materials in dou-

ble-face pallet systems, but also can be used in many other pallet truck applications. Features include an overload by-pass safety valve, interchangeable forks, a no-drop handle, and high maneuverability.

Circle 49 on Card Facing Page 49

Photo-Copying Machine

A new, completely redesigned combination printer and processor for dry process photo-copying recently has been introduced by

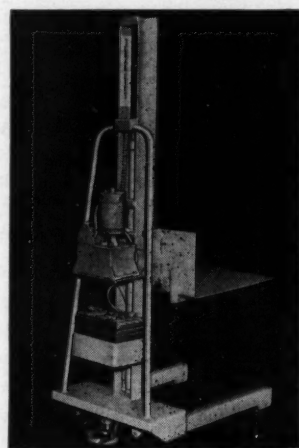


Hunter Photo-Copyist. An improved light source and new exposure control system are features. The unit is 12 lb lighter than the previous model, and can be easily serviced and cleaned.

Circle 50 on Card Facing Page 49

Light-Weight Stacker

A new, light-weight, hydraulic stacker which handles loads up to 500 lb, has been manufactured by Uhrden. Available with either manual or electric lifts, the unit

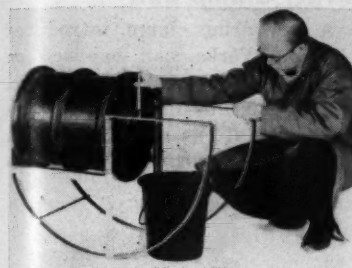


has a double-acting hydraulic pump with approximately two-in. lift per complete cycle. Both models feature a positive floor lock device. Lifting height from the floor is 60 in.

Circle 51 on Card Facing Page 49

Rubber Drum Tilter

New Figure 522 tilter, especially designed for pouring from the rubber drums used for chemicals and solvents, has been an-

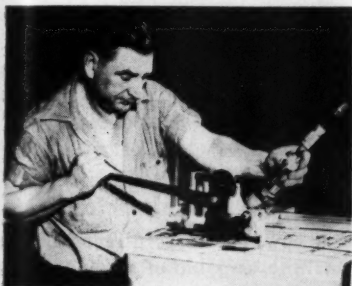


nounced by Nutting. It is lightweight, portable and requires little floor space. A non-skid clamp securely holds the drum. Units can be furnished to meet specific requirements.

Circle 52 on Card Facing Page 49

Air-Powered Unit

Signode, claims to offer the first air-powered strapping machine that automatically tensions strapping and then seals and cuts it off in two easy motions. This semi-



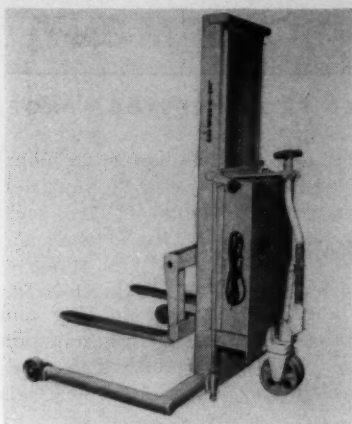
automatic tool, Model AP, provides uniform predetermined tension which may be adjusted up to 1,600 lb. Designed for use with $\frac{5}{8}$ or $\frac{3}{4}$ -in. steel strapping. The easy-loading magazine has a capacity of 75 seals.

Circle 53 on Card Facing Page 49

Versatile Stacker

Lewis-Shepard announces a new, light-weight electro-hydraulic stacker with fifth-wheel steer, which can be used as a lift truck as well as for stacking. The truck is made in 1,000-lb capacity in either the platform type for skid platforms or the straddle type for pallets. With a lifting height of 58 in., this unit can lift a 1,000-lb load at a speed of 25 fpm. It can

handle pallets up to 48 x 48 in. When the truck is used as a stacker, the handle locks in the

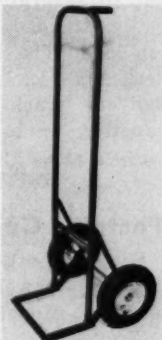


upright position, and when used as a lift truck, the handle is used in the normal pulling position.

Circle 54 on Card Facing Page 49

Hand Truck Unit

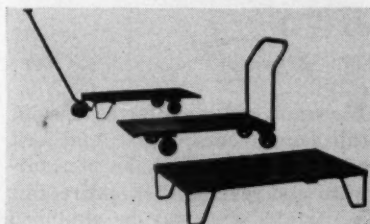
Tubular steel hand trucks in six basic types, with a wide selection of wheels from 5 x $1\frac{1}{2}$ in. solid rubber to 10 x 3.50 in. pneumatics with tube, recently have been introduced by M-H Equipment. Model 21, shown, only weighs 21 lb even when equipped with 10 x 2.75 in. pneumatic tires. The Stair Climber unit is of channel iron to provide maximum strength with less weight. Designed primarily to fill the needs of the bottling industry, the "21" easily handles six cases.



Circle 55 on Card Facing Page 49

Skids and Trucks

The new Market Forge, all-steel skids, semi-skids, and floor trucks

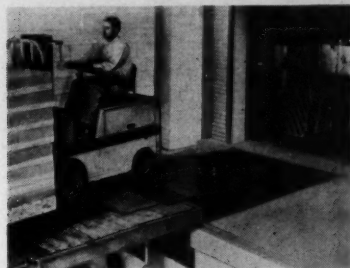


feature all-welded longitudinal panels, engineered for maximum strength, versatility and cleanliness with minimum height.

Circle 56 on Card Facing Page 49

Automatic Dockboard

The new HI-LO dockboard, announced by Kelley, automatically adjusts to carrier beds using the power supplied by the backing truck. Operation is by a counter-

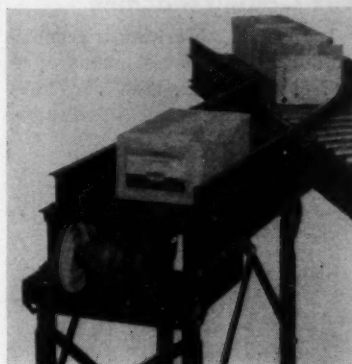


weighted system. There are no dock plates to lift and drop, buttons to push or levers to pull. Models are available for new, remodeled and existing docks. Installation requires no electrical circuits, motors, controls or hydraulic mechanisms.

Circle 57 on Card Facing Page 49

Conveyor Junction

A new live roller conveyor junction unit has been developed by The Rapids-Standard Co., Inc. The junction accessory is designed to transfer materials to or from a live roller conveyor, and consists



of a straight section of live roller conveyor and a spur or auxiliary line which angles into the straight section at $37\frac{1}{2}$ deg. Rollers are the new 1.9-in. diameter type with grease-packed ball bearings.

Circle 58 on Card Facing Page 49

(Please Turn Page)

DA NEW PRODUCTS and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

Die-Cut Stencil

A small paper stencil, which is die-cut to reproduce shipping or product identification labels now is available from Weber Marking Systems. Can be used with either a printing machine or with hand-

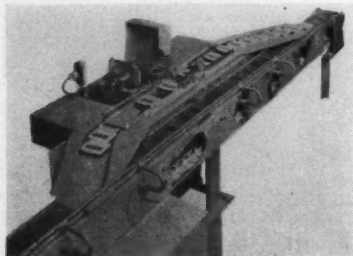


printers for imprinting facsimiles. Stencils are delivered already cut to print the standard information. It also can be die-cut to reproduce the users label or form. Variable information then is filled in on a typewriter or by hand with a stylus.

Circle 59 on Card Facing Page 49

Box Coding Machine

Industrial Marking, recently announced the development of an entirely new machine for automatically imprinting small boxes

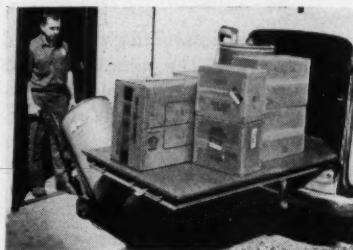


and similarly shaped units or products. The unit transfers the boxes from the production line conveyor, pre-positions them, and carries them through the machine for spot printing.

Circle 60 on Card Facing Page 49

Rolling Deck

A new rolling deck unit, designed to facilitate loading and unloading, now is in production by the Rol-Loader. The unit, which operates on steel channels

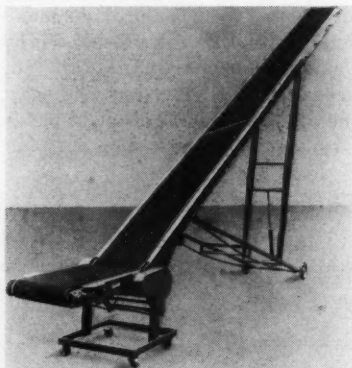


within the truck, can be rolled out to several locking positions. Fully extended, it will bear a 1½-ton load. The full depth roll-out deck fits pickups, panels, sedan-delivery trucks, sedanettes and vanettes, up to one-ton capacity.

Circle 61 on Card Facing Page 49

Portable Conveyor

Sage, recently introduced a new line of power-driven portable boosters, Models PS-1 and PS-2.



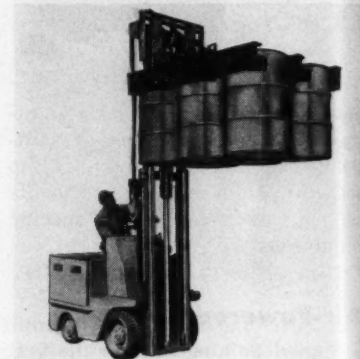
The units are manufactured with full length control bar and belt conveyor. They can be run forward and reverse. The entire unit is portable and may be equipped

with 1/3-, 1/2-, 3/4-, and 1-hp electric gear head motors.

Circle 62 on Card Facing Page 49

Drum Clamp Unit

A new drum clamp, introduced by Iron Works, can be used on any standard type fork lift vehicle. The unit lifts and conveys six drums at one time, and stacks and unstacks drums without dis-



rupting the pile. The unit is claimed to operate six times faster. Overhead pickup requires no extra space between kegs to be handled and others. The clamp can handle any cylindrical object. Clamp drops over drums, pinches them in place, and raises through normal lift of the truck.

Circle 63 on Card Facing Page 49

Copying Machine

A new, desk-side direct copying machine, capable of producing up to 1,000 letter-size black-on-white copies an hour from one or many



originals, has been introduced by Charles Bruning. This virtually automatic unit occupies less than one sq yd of floor space. The Model 250 will take originals up to 18½ in. wide by any length, at

a speed of 10 in. to 25 linear ft a minute, and will turn out copies of practically anything typed, written, drawn, or printed on ordinary translucent paper.

Circle 64 on Card Facing Page 49

Paint Spreader

A new all-metal, sled-type paint spreader, manufactured by **Industrial Equipment**, is claimed to save a minimum of 7½ per cent in the paint required for a given task.

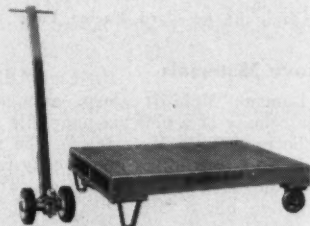


Design improvements include an increased applicator surface and a corresponding decrease in flow orifice. Maintenance requirement for the unit is only a can of kerosene or ordinary paint thinner for immersion when not in use.

Circle 65 on Card Facing Page 49

Lift Truck System

A lift truck system, consisting of a lift jack and engaging bracket, in conjunction with semi-live platforms, is offered by **The Ham-**



ilton Caster & Mfg. Co. The system is applicable to any type of warehousing or storage operation, particularly where the use of palletizing and power trucks is not

practical or possible. One or more lift jacks can be used in combination with any number of skid trucks.

Circle 66 on Card Facing Page 49

Mobile Radio Unit

A new line of mobile two-way radio units, operating from either a six or 12-volt battery, and incorporating innovations improving receiver sensitivity, noise suppression and voice frequency reproduction, has been introduced

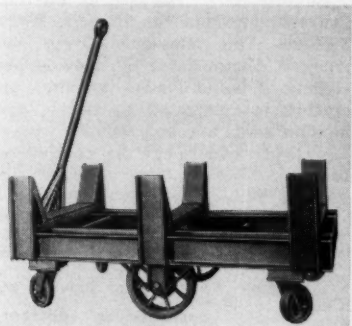


by **Motorola**. The equipment is offered with all standard power output ratings for operation in the 25-54 mc, 144-174 mc, and 450-470 mc bands. Conversion to split channel operation has been further simplified. Features include improved fringe area reception and greater range.

Circle 67 on Card Facing Page 49

Bar Stock Carrier

A portable bar stock carrier, designed to permit heavy floor movement of bulk loads of raw materials or finished products, has been introduced by **Rack Engi-**



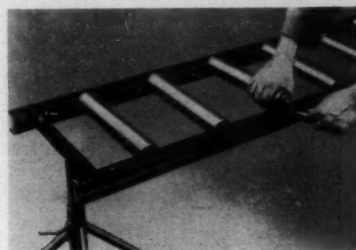
neering Co. The all-welded steel unit is composed basically of heavy channels with a tow bar welded to the base. It measures four ft wide by eight ft six in. long. Design includes two 12-in. diameter rubber tired wheels, and

four casters and rubber tired smaller wheels, all equipped with ball bearings.

Circle 68 on Card Facing Page 49

Conveyor Frames

Pre-punched conveyor frames that provide variable spacing of rollers is a new feature that has just been added to the complete line of gravity wheel, roller and power and conveyors, manufactured by the **Sage Equipment Co.**

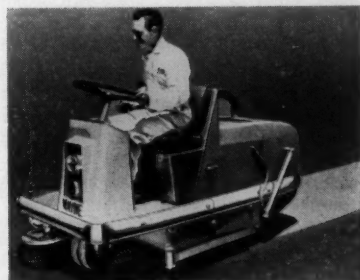


Rollers can be repositioned to meet changes in product or container shapes. It also eliminates the necessity for tearing down the setup on the job because roller spacing can be quickly changed through the use of spring lock axles. Available in all size rollers and 11 different frame sizes.

Circle 69 on Card Facing Page 49

Power Sweeper

A new design for power sweepers with no dust bag to empty was introduced by the **Wayne Mfg. Co.** A new dust control principle deposits fine dust into the main hopper automatically. Features in-



clude automotive-type steering, an action enabling the unit to pick up larger objects or to travel without sweeping at speeds up to 15 mph, hydraulic dumping which disposes of refuse automatically, and a vacuum hose cleaning connection available for attachments.

Circle 70 on Card Facing Page 49

**FREE**

LITERATURE

New Trailer Series

A standard production freight Volume Van, Series 4000, is illustrated and described in an eight-page booklet recently issued by Fruehauf. The unit is claimed to carry extra payload amounting to 35 per cent above the average now hauled by truckers. The van is basically a 35-ft, lube-free tandem, with a capacity of 2,200 cu ft.

Circle 71 on Card Facing Page 49

Case History Reports

Case history reports on advantages of properly designed and installed materials handling equipment, now is available from Rapids-Standard. The reports cover three separate installations involving power tool manufacture, engine maintenance procedures, and the fabrication of bristle and nylon brushes.

Circle 72 on Card Facing Page 49

Packaging Information

A folder, entitled "Pillowed Packaging," contains a description of how products can be protected from costly damages and delays in shipment by proper use of Armour's light-weight packaging material. Hairflex is made from animal curled hairs bonded with latex rubber.

Circle 73 on Card Facing Page 49

Conveyor Belt Line

A data sheet on its new line of food-handling conveyor belts, recently has been published by Goodrich. Three types of belts for various commodity handling, are illustrated and described. Certain belts are made with compounds colored a light "eye-rest" green, claimed to be ideal for inspection line service.

Circle 74 on Card Facing Page 49

High-Capacity Trailer

A color folder, which describes the new Series-H line of high-capacity, aluminum trailers, has been released by Brown. Illustrations and general specifications also are included. Units are available in stressed skin or exterior post types of construction.

Circle 75 on Card Facing Page 49

Warehouse Directory

A Chicago area membership directory, including information considered to be of interest to traffic personnel, recently has been published by Illinois Assn. of Merchandise Warehousemen. The officers, facilities, building construction data, and sales information relative to various companies, also are included.

Circle 76 on Card Facing Page 49

Fork Truck Versatility

Fast, maneuverable electric fork trucks with capacities of 1,500, 2,000, and 2,500 lb, are described in a 6-page bulletin released by Baker-Raulang. Bulletin 1327D describes the FS line of battery-powered trucks, and also many of the special attachments available.

Circle 77 on Card Facing Page 49

Fork Lift and Platform Line

A pamphlet, illustrating and describing Erickson's complete line of fork lift and platform trucks, now is available. Specifications, weight capacity data, and the various models manufactured, also are included.

Circle 78 on Card Facing Page 49

Walking-Type Fork Truck

Bulletin 551-2, released by Barrett-Cravens, presents the Hi-Lift, Model TTF-20. This telescopic tilting fork truck is designed for the moving and storing of pallet loads—including operation in congested areas. It also handles skids and box tops, as well as any loads which can be carried on forks.

Circle 79 on Card Facing Page 49

▶ For prompt service, use postage-free postcard provided to obtain **FREE LITERATURE and NEW PRODUCT information** described in this issue. All material is **FREE** unless otherwise noted.

Furniture Pads

Fulton recently issued a folder describing in detail various types of furniture pads and accessories used in moving. These light-weight units, including tarpaulins, drop cloths and floor runners, are claimed to occupy less van space, and are made to meet requirements.

Circle 80 on Card Facing Page 49

Automatic Transmission

A new automatic transmission, called TowmoTorque Drive, now available on almost all models of Towmotor Fork Lift Trucks, combines construction features of torque converter drives with certain advanced design principles, such as creep-control.

Circle 81 on Card Facing Page 49

Handling Report

Hyster has issued a new field report, No. 63, on the profitable handling of "head-end" railway cargo with Cargotainers and the Hyster 2,000-lb capacity fork truck. The illustrated report shows advantages of the system.

Circle 82 on Card Facing Page 49

Electric Plants Data

The design, development and production of complete, self-contained, high quality, electric generating plant equipment, is illustrated and described in a booklet issued by Ready-Power. Supplementary price list bulletins, 25A, 25B, and 25C, also are available.

Circle 83 on Card Facing Page 49

Move Materials

Lamson Mobilift Corp. announces the release of a new six-page, file size bulletin, "Move Materials." The new bulletin is set-up for quick, easy reading and as a ready reference. There are five photo cuts with thumb-nail descriptions of some of the exclusive cost reducing features of the stand-up and sit-down lift truck models, tables of complete specifications of each model and a page of two color sketches showing 12 of the Mobilift matched attachments.

Circle 84 on Card Facing Page 49

Railroads in France

The French National Railroads have presented, in an 88-page brochure, the story of a modern railroad system, its structure and operation. Entitled, "Les Chemins de Fer en France," the publication also highlights the aspects to which the French railroads have been devoting particular effort.

Circle 85 on Card Facing Page 49

Materials Handling Tool

The story of low cost materials handling with "three-tools-in-one" Moto-Bug, is graphically presented in an eight-page catalog, recently published by Kwik-Mix. Three interchangeable attachments—hopper, platform, and forklift—for one standard chassis, allows the device to load, lift or haul all types of materials with one basic unit.

Circle 86 on Card Facing Page 49

Unitizing Methods

A 16-page book, featuring unitizing—the process of grouping individual packages or products into a single unit—recently has been published by Acme Steel. The book illustrates many ideas for faster and more efficient movement of materials.

Circle 87 on Card Facing Page 49

Storage Equipment

More than two dozen new ideas in space-, and time-saving storage equipment are presented in a 16-page illustrated color catalog recently released by The Frick-Gallagher Mfg. Co. Described are racks, bins, shelves, and pallet frames. Both product and in-use pictures, general description and specifications are provided. More than 120 models are listed.

Circle 88 on Card Facing Page 49

Motor Truck Data

White Motor recently issued a new version of its Autocar diesel folder, describing the quality features and the complete line. A new booklet, entitled, "This is White," provides background on the important part the company plays in the trucking industry.

Circle 89 on Card Facing Page 49

Rail Car Unit

The Hemco Mfg., Inc., announces new literature, describing changes in their new roadable type rail car switcher, which utilizes the box cars weight, through weight transfer, to obtain traction. The unit is equipped with a coupler that provides positive connection to either side of the rail car. The unit, featuring fluid drive, develops a draw bar pull of 7,400 lb. Specifications also are included in the release.

Circle 90 on Card Facing Page 49

Automated Warehousing

A complete picture of the latest automation developments in warehousing is shown in a brochure, recently issued by Associated Warehouses. Details on the combined methods of automated materials handling and electrified office data processing, also are included.

Circle 91 on Card Facing Page 49

Floor Repair Product

A seven-step procedure for repairing concrete floors with new, non-shrink mortar, is described in a folder just released by Master Builders. The pre-mixed product requires only mixing with water at the time of use. It can be used indoors or outdoors.

Circle 92 on Card Facing Page 49

Revolving Crane

An illustrated, two-color folder, describing a new self-propelled, diesel-electric revolving crane, has been released by R. G. LeTourneau, Inc. On-the-job photographs and statements of application are included. The unit has a 150-ft-ton capacity, and comprehensive graphs show the effective working ranges with either a 30-, or 40-ft boom.

Circle 93 on Card Facing Page 49

Roller Conveyors

A new catalog on Series 60 medium- and heavy-duty roller conveyors has just been issued by The E. W. Buschman Co. Twenty pages of data and specifications on the complete line describe the various types giving capacities of rollers and bearings. Detailed cutaway views show the dustproof and grease-packed-for-life bearings with true-labyrinth metal seal, as well as integral and plain ball bearings.

Circle 94 on Card Facing Page 49

BOOKS

Plant Maintenance Manual

This second edition is claimed to be the most complete "blueprint" available for a cost-cutting maintenance program. It is designed specifically to accomplish three things: 1. To present basic maintenance methods for the equipment found in most industrial plants. 2. To provide a working basis for a preventive maintenance program. 3. To impress on manufacturers of industrial equipment the necessity for building simplicity of maintenance into their products. Chilton Book Division, Philadelphia 39, Pa. 340 pp. \$5.50.

Palletized Handling

A new, improved pallet roller, with modernized design features, is described and illustrated in a bulletin recently issued by Penco. The unit is manufactured in both a dolly-type and a swivel-type. The dolly-type is designed for two-way direction with 2-, and 4,000-lb capacity. The swivel-type is for loads to go in any direction, with 4,000-lb capacity only.

Circle 95 on Card Facing Page 49

Cost-Cutting Tips

Twenty-four cost-cutting ideas with industrial trucks, taken from all major industries, are contained in a new broadside, recently released by Elwell-Parker. Fork trucks, low and high-lift platform trucks, cranes, and other models are illustrated and described. Case examples are analyzed.

Circle 96 on Card Facing Page 49

Truck Payment Plans

A folder, describing the "Earn-Its-Own-Way" leasing and extended payment plans, now available on all trucks and accessories, was announced by Automatic. An extended payment purchase plan also is included.

Circle 97 on Card Facing Page 49

Hand and Power Equipment

The fall issue of the Lever, the Lewis-Shepard magazine, now is available. Installations and applications of both hand and power equipment are pictured throughout this 16-page publication.

Circle 98 on Card Facing Page 49

Hand Lift Trucks

Bulletin 555-1 covering Barrett-Cravens Co. single-stroke hand lift trucks has been released. One important change in this line is presented. The capacity of the R Model truck has been increased from 3,500 to 4,000 lb. Complete specifications of these single-stroke lift trucks are given in the bulletin, with line drawings showing their distinctive features.

Circle 99 on Card Facing Page 49

Packaging Method

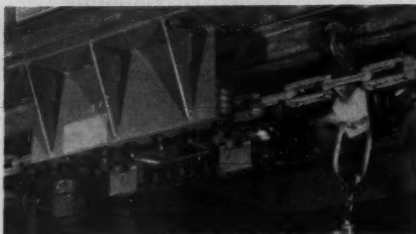
A booklet describing the characteristics of a new paperboard product for packaging, plus information relative to its application, has been released by National Container.

Circle 100 on Card Facing Page 49

Conveyor Equipment

Catalog No. 4,000, which illustrates and describes various types of conveyor equipment, recently has been released by the Samuel Olson Mfg. Co.

Circle 101 on Card Facing Page 49



Close-up view of conveyor drive, which include 10-hp motor, worm gear drive, chain

In addition to the 25 per cent saving in dock operating costs, the conveyor provides better schedule performance, a lower claims ratio, fewer misloadings, and faster handling

Overhead Drag System Cuts Costs 25 Per Cent



One man can detach a loaded cart in seconds. The cart is wheeled directly into highway truck for unloading. Conveyor speed is 160 fpm

By Edwin J. Knudsen

SINCE mechanization of Consolidated Freightways' Chicago freight terminal, the operation has shown an increase in man-hour production which amounts to a 25 per cent reduction in dock operating costs.

Because of its steady growth of business, the terminal was compelled to make three additions since its original construction 15 years ago. Under these circumstances it was impossible to develop a model terminal, such as

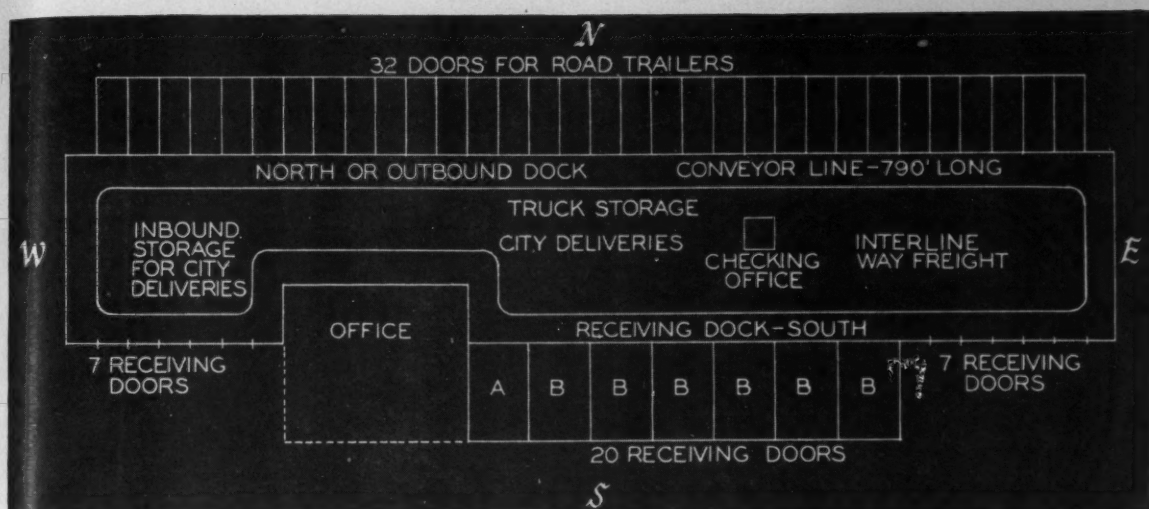
could have been planned if it were built from scratch. One objectionable condition that resulted from this building program was that the office area ended up in the middle of the building, and protruded into the dock area some 20 ft.

In plan, the dock is 360 ft long and 60 ft wide. It runs in an east-west direction, which permits maximum natural lighting. At the receiving dock on the south, there is space to spot 20 trucks, plus seven doors for loading out trucks for city delivery. The company's office takes up 60 ft of this space, extending 20 ft into the dock. The outbound dock at the north spots 32 road trucks.

Overhead Truck Drag

An overhead truck dragging system—790 ft in length and equipped to tow 63 carts, each with a 1500-lb capacity—was installed on the dock. The overhead line runs around the office area. It is hung 8 ft from the dock floor, 12 ft inward from the pickup and receiving side, and 14 ft from the road truck side of the dock.

The conveyor, running counter clock-wise, may be operated at a speed of from 80 to 160 fpm. Using a number system for identification, the loaded cart is un-



Terminal floor plan. A represents 14-ft single bay, B is 20-ft double bay. West receiving doors are for city delivery

This section of the 790-ft Link-Belt conveyor runs along unloading dock. Trucks back up to sliding doors at right



hooked quickly at its designated outbound over-the-road truck.

A switch for starting and stopping the line, equipped with a bell signal, is located every 30 ft. A rigid mast is used to engage the carts to the line, and was designed and improved by Consolidated after much trial and error. This mast is now about as trouble-free as possible and has resulted in a minimum of maintenance.

The Carts

The carts used are standard on all 10 of the company's conveyor-equipped docks. The truck is constructed with hardwood, its deck measuring 36x48 in. Its edges are bound with steel angle.

The deck is 14 in. above the dock floor. The rear wheels are 12 in. in diameter and the front wheels are 6-in. pin type casters. Two fork-lift trucks, having capacities of 2,000 and 4,000 lb, are used to move the heavier freight.

Daily Tonnage

The dock crews are split into two shifts. One shift works from 4 a.m. to 12:30 p.m., and the other from 12:30 p.m. to 9 p.m. These crews handle on an average 500,000 to 750,000 lb of outbound and 300,000 to 400,000 lb of inbound tonnage a day.

The Chicago terminal, which is the eastern terminus of the Consolidated system, ranks second in dollar volume and fourth in tonnage of the company's 57 terminals. Ten of these terminals now have mechanized conveyors.

Additional advantages that Con-

solidated has experienced from its truck dragging system in the Chicago terminal include:

1. Better schedule performance.
2. Lower claims ratio.
3. Faster handling of interlines.
4. Fewer misloadings.
5. Higher load factors.*

Spending \$5 Million

TRAFFIC management in a plant the size of the S. D. Warren Co. at Cumberland Mills, Me., involves much more than many people think. It is more than just checking rates and trying to divide tonnage fairly among the various carriers. Traffic is an important cog in the machinery that makes this company click.

For that matter, traffic management is important to any paper company where the bill for freight amounts to from 14 to 20 per cent of the total costs of production. Our own freight bill runs about \$5 million a year on both incoming raw materials and finished paper shipped out. We usually handle about 14,000 freight cars a year.

The Various Phases

A great many phases of transportation affect our incoming raw materials and supplies, as well as the distribution of our finished product. We must check and establish rates constantly. We must select the best routes. We have to secure special transportation equipment.

We must work along with the people who carry our goods, to get the best possible service from them. We must keep demurrage as low as practicable. Another duty that our Traffic Department constantly is performing is the prosecution and prevention of damage claims.

Holding down demurrage is a real chore. It is important not to hold cars in our yard very long over the free time but, at the same time, we can't take the chance of shutting down the mill for lack of materials or supplies. Due to limited storage facilities, we must



By Robert L. Travis

*Traffic Manager
S. D. Warren Company
as told to*

John H. Frederick
DA Transportation Consultant

be prepared for unexpected strikes, work-stoppages affecting our supplies of raw materials, snowstorms or washouts. Such incidents can raise havoc with well-planned transportation schedules.

There are many times when we huddle with the Purchasing Department to balance possible demurrage against a saving they can make by buying in advance of price increases. With demurrage rules and charges changing constantly, this definitely is an interesting phase of traffic control.

Rates have become more and more complex, and getting rates changed is a complicated and involved job. It is the responsibility of the traffic manager to discover rate discriminations and to negotiate rate changes with the carriers.

Routing is closely allied with rates, and involves the closest

kind of cooperation with the Purchasing and the Sales Departments. Sometimes we are able to route cars the cheapest way; sometimes we have to route them the fastest way. Selecting the most suitable route is a challenge. Competition among the different carriers tends to improve service, but customer good will, and the necessity for uninterrupted production, demand the use of dependable routes.

Some of our raw materials can be handled to better advantage and at a lower cost in special types of equipment. These special cars sometimes are hard to get.

Here, at Cumberland Mills, a switching engine is busy most of the 24 hours of a day setting cars of coal, wood, lime, soda ash, clay, starch, casein, wood pulp, salt calcium carbonate and many other raw materials. It also is used for switching empty cars for paper loading, and for hauling the loaded cars to Portland to include in outgoing freight trains. Frequently, this one switcher isn't enough and we require special switching service to keep the mill running.

OS&D Claims

As far as claims and damages are concerned, our record is good on both inbound materials and on paper shipped out. In addition to processing actual claims, we do a certain amount of claim prevention work with the trucks and railroads. Management feels that this pays dividends.

The use of impact shock recorders, which register the time and severity of shocks, is of great value in placing responsibility for rough handling. Thanks to these

Editor's Note: This series of copyrighted articles is being excerpted from a forthcoming book by Dr. Frederick. The editors of DISTRIBUTION AGE gratefully acknowledge the privilege of exclusive prepublication magazine rights.

A Year

The true measure of the value of any industrial traffic department lies in that department's ability to obtain cooperation, both inside and outside of the plant, in the prevention of those things likely to increase overall costs

recorders, we have been able to improve handling and reduce the amount of damaged paper to many of our customers. Rough handling can be traced to the individual responsible and improvement usually follows.

When our incoming materials or outgoing paper is damaged, the mere payment of damages does not replace the goods. Sometimes replacement means costly delays, which always causes irritation.

Carrier Good Will

Our traffic personnel tries to promote good will with the traffic and operating officials of the carriers who serve us. This is important, not only to secure the best possible rate adjustments, but to schedule shipments with confidence in the service.

It also is worth while to work with transportation and traffic associations for the improvement of transportation facilities and services. In times of national emergency, carrier and shipper cooperation, with governmental assistance, is vital to our welfare.

When we consider that many of our raw materials come long distances from the South and Midwest and that we distribute our paper to all sections of the country as well as to foreign countries, it is understandable that our freight bill is sizeable and that new traffic problems are coming up continually.

Efficient selling and the lowering of marketing costs, in which this company is vitally interested as are all manufacturers awake to present conditions, depend on a number of activities in which economical transportation assumes an increasing importance.

It is our experience, in spend-

ing some \$5 million a year, that many tangible results in reducing cash outlays for actual transportation services can be achieved through the preventive measures mentioned above.

In other words, traffic management with us is a great deal more than attempting to recover after something has happened—after a mistake has been made through

freight bill auditing and the processing of overcharge and other claims.

Our true worth and responsibility to the company is in large part measured by obtaining proper cooperation inside and outside of the plant, so that things likely to increase costs and alienate customers just don't happen at all.*

Comment by Dr. Frederick

Traffic management at the S. D. Warren Company is an excellent example of transportation buying. Traffic managers are purchasers of transportation, but in so doing they cannot work alone. The S. D. Warren traffic department activity illustrates how cooperation between departments results in efficient selling at lower marketing costs through the removal of the causes of unnecessary costs before expenses occur.

Typical of such activity is claim prevention. To avoid claims due to loss and damage in transit, many companies are reviewing the packaging of their products, as well as checking on the methods of loading and bracing in cars and trucks. Considerable emphasis also is placed on knowing the capabilities of the various carriers.

An examination of the equipment available, and of the carrier's past performance record, often aids in the elimination of claims due to loss and damage besides obtaining better service. By taking steps to remove claim sources, claims can be reduced to almost nothing.

Another method of preventing loss is that of auditing freight bills before they are paid. Still another is to watch demurrage and avoid it whenever possible because, except in rare instances, a freight car should never be used as a warehouse.

WE NO longer have the "64-dollar Question" on radio and TV quiz programs. Now, we have the 64-thousand-dollar quiz program. That's a lot of money to put on the right answer to one question. But it doesn't hold a candle to the stake our industry has to the answers of the questions raised by the Cabinet Committee recommendations.

\$3 Billion Investment

The Committee wants to give us new rules which we believe would cost us, over a period of years, the entire dollar value of the for-hire trucking industry—three billion dollars. That's the amount of money invested in for-hire trucking industry terminals and equipment—the mere physical plant we use.

That's a tall investment. It means the livelihood of this industry and its millions of employees. We can lose it all if we put our chips on the wrong answers.

Railroad spokesmen are asking us to take the Cabinet Committee Report on faith. Well, faith is an item we have plenty of in our industry, but we like to use it more constructively. Before doing this, I should like to ask a few questions. First:

"Why Change the National Transportation Policy?"

We have not heard a convincing answer to this question—from the rails or from any source. The truth is *we* highway carriers see no need to alter the purpose of, or the wording of, the presently expressed national policy. Strangely, nobody yet has pointed out anything that is wrong with it. In fact, years of experience have demonstrated that it is correct in concept.

In the 15 years since it was written in its present form, there has been established a wealth of administrative and judicial precedents which revolve around the words now appearing in the present policy. It provides four main supports for free and competitive transportation. These are:

- *Fair and impartial regulation of all modes of transportation subject to the Act.*
- *A provision for the admin-*

Unfair Practices vs D

Pointed analysis of the Cabinet Committee Report, by two spok

"I would like to pose a few questions for our railroad brethren to answer, hoping to put the entire discussion more into public view."

By R. J. McBride, General Manager
Regular Common Carrier Conference, ATA

istration of the Act, so as to recognize and preserve the inherent advantages of each (mode).

— *A provision requiring the Commission to promote safe, adequate, economical and efficient service, and fostering sound economic conditions among the several carriers.*

— *A provision that the Commission encourage the establishment and maintenance of reasonable charges for transportation services without unjust discrimination, undue preferences or advantages, or unfair or destructive competitive practices.*

That's the situation today.

On the other hand, if you accept the "line" of the Report, there is something wrong with each of these four principles.

Evidently somebody wants unfair or partial regulation. Someone thinks that some one mode of transportation is not necessary. Again, someone believes that the

Commission should not foster sound economic conditions. And finally, someone dislikes that phrase . . . "without . . . unfair or destructive practices" and would put in its place something called "dynamic competition" in rate making.

The Railroad Answer

For one billion dollars: What is wrong with the present National Transportation Policy?

We have sought railroad views on this question. No doubt they are being expressed privately. The public "line" goes something like this:

"The railroad industry intends to support the Cabinet Report 100 per cent. And while, no doubt, there will be certain exceptions taken to some of the recommendations, nevertheless, we believe there is a splendid chance that we shall soon see some legislation that will be helpful to the entire transportation industry in this country, in-
(Please Turn to Page 74)

vs Dynamic Competition

by two spokesmen with opposing viewpoints—highway and railroad

"The truckers know full well there is no possibility that, under modern conditions, railroads would be able to eliminate competition . . ."

By Albert R. Beatty, Assistant Vice President
Association of American Railroads

THE reason for the Cabinet Committee study on transportation and the purpose of the unanimous report are perfectly clear. There was a definite need for such a study. It was made in good faith by transportation experts and high government officials. It is broad and entirely objective in its findings and recommendations.

The Public Interest

Although there may be misunderstanding of the language of some of the recommendations, the overall objective of the report is crystal clear. It is simply that the United States should have a physically and financially strong transportation system, adequate for the demands of commerce and national defense, and providing efficient and dependable service at the lowest possible cost.

Obviously, this is in the public interest and the best interests of the transportation agencies themselves.

To attain this objective, the Com-

mittee recommends what it describes as "dynamic competition"—a term which has brought violent opposition from some quarters. You may ask: "Why dynamic competition? Isn't there the most intense competition in the transportation field today?"

There is, indeed, intense competition in transportation, and this is recognized in the report. In fact, the report points out that competition pervades the transportation industry today; with travelers and shippers having available a wide selection of transportation methods, both private and for hire.

But, largely due to government policy and regulatory restrictions, the competition is not *real* competition—that is, it is not competition as most of us understand it. Consequently, we do not have the best in transportation service at the lowest possible cost.

Instead, a situation exists today that adds greatly to the cost of transportation—a cost which must be paid by the shipper and, ulti-

mately, the consuming public. This loss is not good for the public nor for the carriers who serve it.

What is competition, anyway? What are the principal factors that make up commercial and economic competition? Competition, of course, is the act of competing—a contest, rivalry.

In business, it is the effort of two or more parties, acting independently, to obtain the business of a third party by offering the most favorable terms.

In the case of transportation, the primary factors to be considered are service and cost. Important as both factors are in determining by what form of transportation traffic will move, cost probably has the greater influence.

So far as service is concerned, there is intense and free competition in the transportation field by the very nature of things. For instance, one mode of transportation may be faster than the others. Another mode may be more flexible and, in some instances, more convenient. Still another can move large quantities of goods of every size and shape, in all seasons and all weather. So far as service is concerned, then, the shipper has a variety of choices.

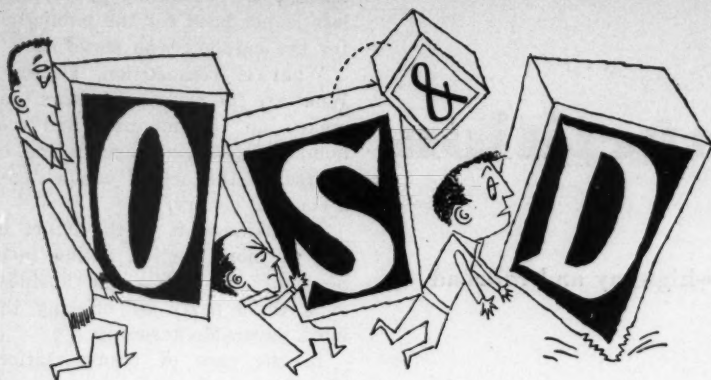
Unfortunately, the same situation does not prevail as to the cost of the service. This is true principally because present government policy prevents it. As a consequence, the shipper and the consuming public are not realizing the most economical use of our transportation plant.

Automotive Parallel

Before talking about this important aspect of our present transportation situation, I should like to ask a question concerning the automotive industry.

Suppose in the automotive industry there was a large manufacturer who was able for a number of reasons to produce a certain type of automobile for \$200 less than one of his competitors. Can you think of any good reason why he should not be permitted to pass this saving along to the public and, at the same time, improve his own position in the competitive field?

Suppose that, when he placed his
(Please Turn to Page 76)



"Dad," asked the small boy, "why is a man not allowed to have more than one wife?"

"My son," replied the father, "when you are older you will realize that the law protects those incapable of protecting themselves."

—DA—

The Texan and his bride entered the hotel and put down their luggage. The clerk smiled amiably.

"Would you like the bridal suite?"

The Texan sneered. "I don't need any bridle for this filly—and stop calling me sweet!"

—DA—

DIAPHRAGM: A MUSCULAR PARTITION WHICH SEPARATES THE DISORDERS OF THE CHEST FROM THE DISORDERS OF THE ABDOMEN.

—DA—

JUDGE: "Why did you attack your family with a knife?"

PRISONER: "I was merely following the example set by the government, your honor. I was trying to slash expenses."

—DA—

A navy wife, bidding her husband goodbye as he was embarking for sea duty, was incensed when she saw a black Scotty trot aboard.

"Why should dogs be allowed to go along when the men's wives are forbidden?" she demanded of an officer.

"Madam," he replied, "all the men can pet one dog and nobody gets mad."

—DA—

HUSBAND: "I have made up my mind to stay home tonight."

WIFE: "And I have made up my face to go out!"

—DA—

A playboy is a fellow who summers in the Alps, winters in Miami, springs at blondes, and falls for brunettes.

DISPATCHER: "Are you and your wife on speaking terms?"

DRIVER: "Well, I'm listening again."

—DA—

Judging by widespread accounts of juvenile delinquency, the reason some parents spare the rod is because Junior is probably carrying one.

—DA—

A traffic manager was interviewing a man for a job and was going through the usual questions.

"Are you a clock watcher?" the TM inquired.

"Nah, I've never had an inside job. I'm a whistle listener!"

—DA—

IF YOU DON'T KNOW THE SCORE YOU CAN BE PRETTY SURE YOU'RE BEHIND!

—DA—

A progressive-minded farmer recently made the headlines. He crossbred a cow and a mule and produced milk with a kick in it!

—DA—

THE BIGGER A MAN'S HEAD GETS, THE EASIER IT IS TO FILL HIS SHOES.

—DA—

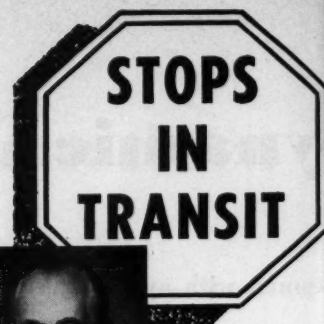
A farmer was punishing his young son for pushing the outhouse into the creek. The kid said, "Paw, why d'ya wanna punish me? I told you the truth. When George Washington chopped down the cherry tree and told his father he did it, his father didn't punish him for telling the truth."

"That's right," said the farmer, "but George's father wasn't in the tree."

—DA—

Truck Salesman: "You don't often get a chance to buy a car like this. I tell you it's a real opportunity."

Customer: "Must be. I hear it knocking."



With Linne Johnson

Mary had a little print
It's frame was white as snow
And everywhere that Mary moved
The VAN was sure to GOGH.

—DA—

A certain sales representative told me he could have landed a big, How-to-Hew-It-Yourself hatchet account, if he would cut the rate.

—DA—

A bewildered TM in San Francisco got a long distance earful recently, when an irate but unmistakably British voice bellowed, "Now here, I say, where's your dashed pantechicon, and when can it be expected?" When things fell in place, it developed this hands-across-the-sea character, together with family and household, was being transferred to the West Coast, and pantechicons are what furniture vans are known as around the Wappingham-on-Thames areas.

—DA—

And then there was the impetuous shipper who phoned an amphibious carrier, and remarked, "Long time no Seatrain."

—DA—

A warehouseman tells about meeting a South American named Bolivar Twist.

—DA—

The editorial committee of a certain Traffic Club decided against front-paging their bowling activities because bowling is performed on alleys—and alleys belong in the rear.

—DA—

A Pullman porter is a guy who would like to give many a woman a wide berth.

4-way savings with **ELPAR** trucks



SAVES TIME

Grocery chain uses ELPAR fork truck to move 2,000 cases of food from boxcar to their warehouse. Job formerly took 20 man-hours. Truck now does it in 12—*60% Faster!*

SAVES SPACE

Wholesaler increased by 50% the effective capacity of his one-story warehouse with this ELPAR fork truck. Truck acts as "mobile elevator" to utilize space on balcony.



SAVES LABOR

In cold storage plant, four ELPAR trucks released 16 men for other duties! Also permitted roof-high storage, and safeguarded perishable foods by faster handling.

SAVES MONEY

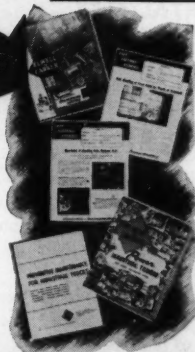
Newspaper high-stacks its roll paper with ELPAR Clamp Truck, thus avoiding \$10,000 more storage costs! Truck repaid its cost in a few months.



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DA Materials Handling Primer—VI

3-B-3-b&i Drag Chain Conveyors

By D. O. Haynes
DA Materials Handling Consultant

NON-BULK HANDLING TYPES THE CONVEYORS OF THIS GROUP

There are, of course, many different types of conveyors which are either made up of or actuated by chains, such as chain-driven live roller, apron and pusher-bar conveyors. However, each of these has its own peculiar characteristics, both of construction and application. They must, therefore, be studied separately.

The group considered here, drag chain conveyors, has certain distinguishing features. They are constructed from links of chain and they carry or drag their loads, some with and some without attachments on the links. These attachments are such that they either support the load or permit it to be fastened to the links and dragged along as the chain moves forward.

The following classifications are made to bring out the construction and application features of various kinds of drag chains.

1. Case and can conveyors.

2. Other types of drag chains.

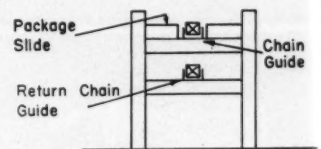
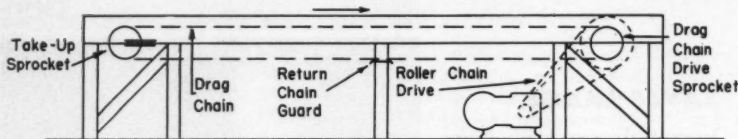
A—Single strand drags which include those with pin attachments or to which dollies are fastened, and in-floor drags.

B—Multi-strand drags.

3. Flat-top drag chains.

The handling of bulk materials is such a distinctive phase of conveying, that the drag chains used for that purpose are considered as a separate group.

THE CASE & CAN DIVISION



A TYPICAL CASE & CAN DRAG CHAIN CONVEYOR

The typical case and can chain conveyor shown above can be modified in several ways. For example, there may be more than one strand of chain and sprockets instead of guide channels to support the return chain. If the drag

chains are widely spaced under the conveyed article, no other support is needed. But if the chains are near the center of the frame, the packages require sliding supports to keep them stable.

COMPONENT PARTS—TYPICAL PLAIN LINKS

Loose fitting pins permit horizontal flexibility. Minimum radius 30"



Added metal at bottom of links provide long wear. Riveted pins.

SLIGHT HORIZONTAL FLEX



Broad web bearing surface Swivel link permits 18" minimum radius. Pins not riveted

MORE HORIZONTAL FLEX



Flexes around sprockets on any side.

FOUR-FLEX CHAIN

UP, DOWN AND AROUND

The links used in the conveyors of this group usually are of special design which provide protection against wear and give flexibility. In instances where the chains slide in guides, there is wear on their bottom surfaces and, if there are curves, the sides of links are subject to wear.

Although chains made up of standard-type links are used for straight runs, those used for curved paths must have links that permit lateral or horizontal flexibility. The amount

of flexibility required usually determines the type of link to be used.

The first two examples shown illustrate one with moderate horizontal flexibility, and one which has considerable side play.

Both of these links can be sprocket driven; the first from either the top or bottom sides, the second from underneath only. The third example is unique in that it can flex around sprockets on all four of its sides.

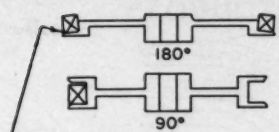
The ease with which the links of a

chain can be separated is an important feature. Should it be necessary to extend or shorten a line or should repairs or replacements be required, it is important that the chain can be dismantled quickly to keep downtime at a minimum. All of the examples shown incorporate this feature, although the one with riveted links requires tools for the operation, whereas the other two types have specially designed pins which permit easy changing without the use of tools.

COMPONENT PARTS—SPROCKETS & WHEELS



SPROCKET



Tread slightly tilted to prevent chain from climbing.

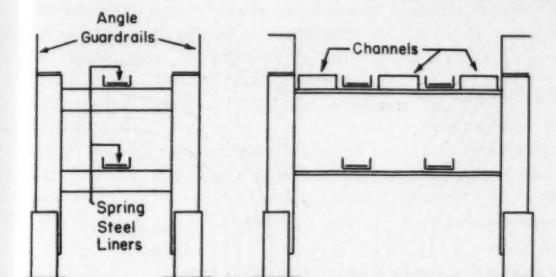
CURVE WHEELS

Sprockets for driving chains have heavy teeth to accommodate the links of the chain. They usually are about 10 inches in diameter.

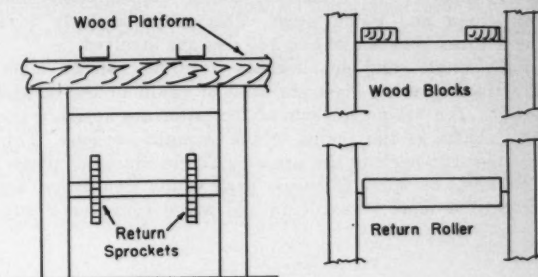
The same types of sprockets are sometimes used as idlers for supporting the chain on its return trip (see below).

Wheels frequently are used to carry chains around curved sections. The tilt in the tread is exaggerated in the sketch. Wheels on curves inject far less friction in the system than when the chain is driven around a stationary guide channel.

TYPICAL FRAME DETAILS



STEEL ANGLE AND PRESSED STEEL CHANNEL



A VARIETY OF WAYS TO SUPPORT RETURN CHAINS

ANGLE & PRESSED STEEL CHANNELS

There are many different types of frames for drag chain conveyors. The angle variety is more rugged than the one made up of pressed steel channels, but the latter offers the advantage of being the less expensive method of construction. It is available in welded sections which can be shipped "knocked down" and bolt-assembled by the user.

The channel type of chain guide usually is lined on the

bottom and along the inside edges of curves with strips of spring steel. Such linings reduce wear and can be replaced when they do wear out.

Wooden blocks, which are renewable, also are used.

Both rollers and sprockets, especially the latter, reduce the friction of carrying the return chain as against the sliding types of return chain guides.

DRIVES AND TAKE-UP

Various locations for the drive mechanism of a drag chain conveyor are necessary to meet different kinds of physical or operating conditions.

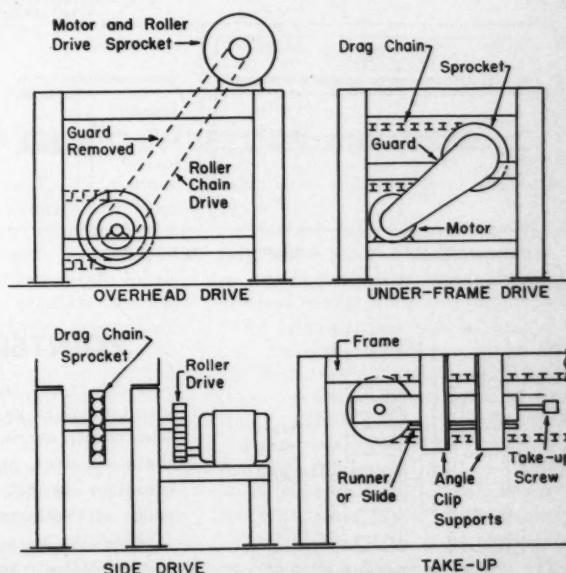
The overhead drive is used where the elevation of the carrying surface is so low that there is not sufficient space under the frame to accommodate the drive mechanism.

The conventional way to mount the power elements is, of course, under the frame. This usually calls for at least a 30-in. clearance under the carrying surface of the chain.

An alternative arrangement, where space permits, is to place the unit at one side or the other of the frame as shown in the sketch.

Screw-type take-ups usually are employed in conveyors of this group. There is, of course, no expansion and contraction, such as must be compensated for in fabric belt conveyors. Some means must be provided, however, to permit proper tension adjustments and take up due to wear.

To eliminate as much friction as possible, all the shafts are mounted in pillow block or flange bearings of the types used with belt conveyors, where these transmission parts are described and illustrated.



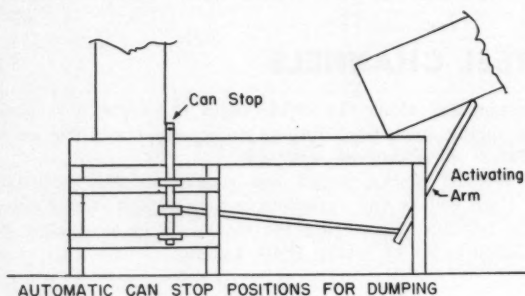
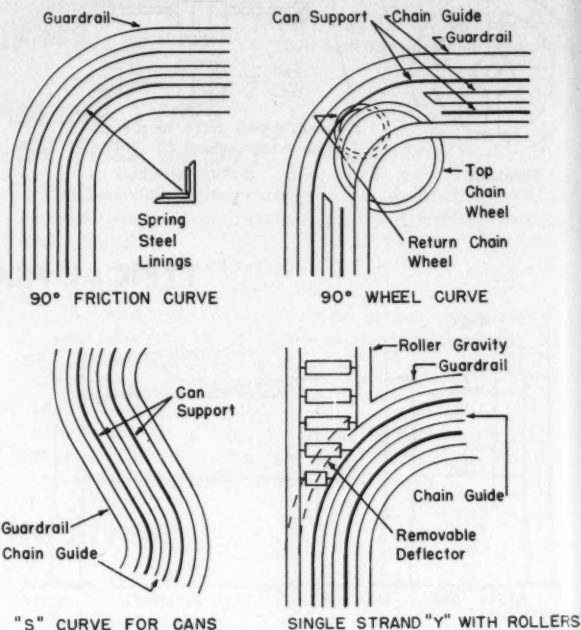
CURVES

One of the characteristic advantages of can and case conveyors is that powered curves can be introduced without having to provide additional power units. The entire length of endless chain is actuated positively by a single source of power, provided only that there is sufficient capacity to carry that load.

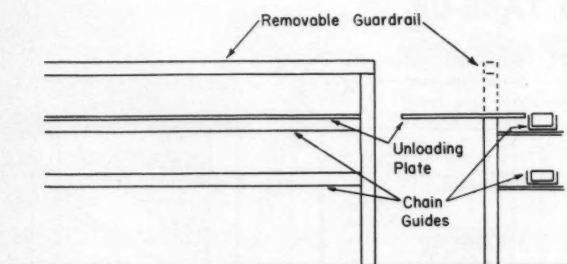
Both friction and wheel curves are available. It is evident that the latter, although more costly as an initial investment, are more economical from the standpoints of motor capacity requirements, power consumption and both chain and guide wear. This is particularly true where turns between 90 and 180 deg are involved.

Both single- and double-chain Y-curves can be made reversible by using separate lines of chain in the curved section. The drive sprockets of the latter are keyed to the same shafts as the chains in the straight sections. This arrangement permits the use of a single source of power.

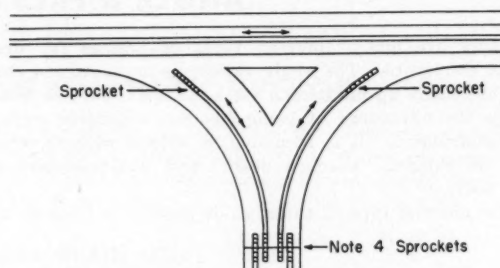
Because of such features, drag chain conveyors are among the most versatile in the whole conveyor group.



AUTOMATIC CAN STOP POSITIONS FOR DUMPING



CAN UNLOADING PLATE — GUARDRAIL REMOVABLE



TWO-WAY REVERSIBLE "Y" OR FROG

SPECIAL SECTIONS

Manufacturers of can and case conveyors offer a variety of special sections which add to the versatility and operating efficiency of these machines. The can unloading section, for example, provides a flat platform onto which cans of milk can be slid from the chain line for inspection purposes. The dump section is another convenient unit.

Special Y-sections equipped with rollers to meet gravity lines and jack-shaft take-ups are provided for use where required.

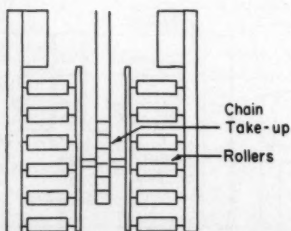
POINTERS ON CAN AND CASE HANDLING

Width is the only factor that may give trouble in handling cases. Mixed sizes can be carried by the same drag chain conveyor, provided the smallest container is not less than $\frac{3}{4}$ the width of the largest.

When the bottom flaps of cartons are unsealed and with packages

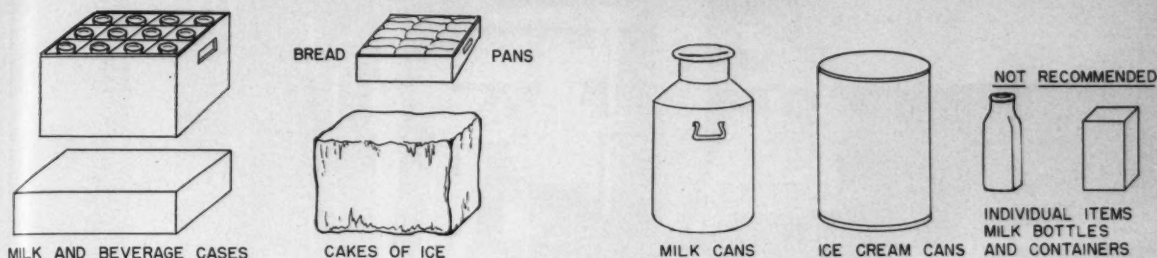
whose center of gravity is high, two strands of chain are needed.

Dairy cans and cases with open bottoms should have rollers in the head and tail sections to prevent their dropping down on the chain sprockets and causing trouble in the operation.



CASE CONVEYOR TAKE-UP WITH ROLLERS

PRODUCTS USUALLY HANDLED



The classification of these machines as case and can conveyors indicates in a broad way the types of commodities they handle well. Similar conveyors for handling packages are described later in this section.

These machines are not intended to be used for conveying small individual containers such as milk cartons or bottles. In a later issue con-

veyors which are especially suited for such work will be covered in detail.

INCLINES AND SPEEDS

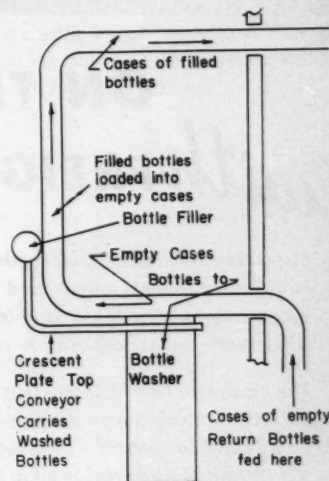
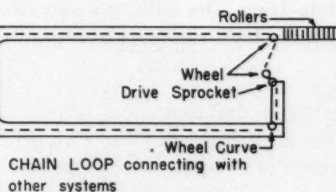
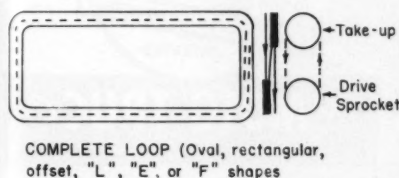
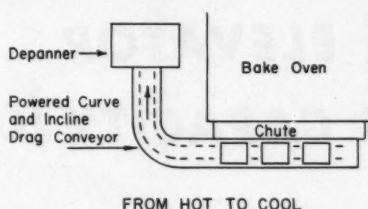
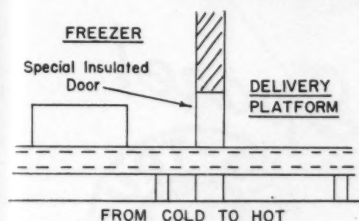
Bare chain links without lugs or other attachments can be used to move cans and cases up slight inclines. The following are recommended as the maximum for single

and double-strand machines. With the latter, the commodity must contact both chains.

	Single Strand	Double Strand
Cases	1 in. per ft	1 1/4 in. per ft
Cans	1 in. per ft	1 1/4 in. per ft

These conveyors are not operated at high speeds—20 to 35 fpm is the usual range.

TYPICAL INSTALLATIONS



INDUSTRIES WHERE CASE AND CAN CONVEYORS ARE USED

The products handled by these conveyors indicate that their primary uses are in the dairy and bottling fields. They are also employed where a rugged machine that can carry hot or cold commodities is needed, such as in bakeries and ice plants.

Lubrication of the chain reduces friction and hence power consumption and wear. In low temperatures it is a necessity to prevent the chain from freezing fast during shut-down periods and thus putting a heavy strain on the motor in starting up.

A lubrication bar (a bar of soap

or soap-like lubricant) in contact with the chain is sufficient to keep it in good running condition. All shafts should be mounted in anti-friction bearings and kept well lubricated with low-temperature grease. A shear pin between the drive shaft and sprocket will protect the motor.

Motors should be splash-proof and totally enclosed. Starting boxes should be moisture-proof to prevent the formation of ice on working parts.

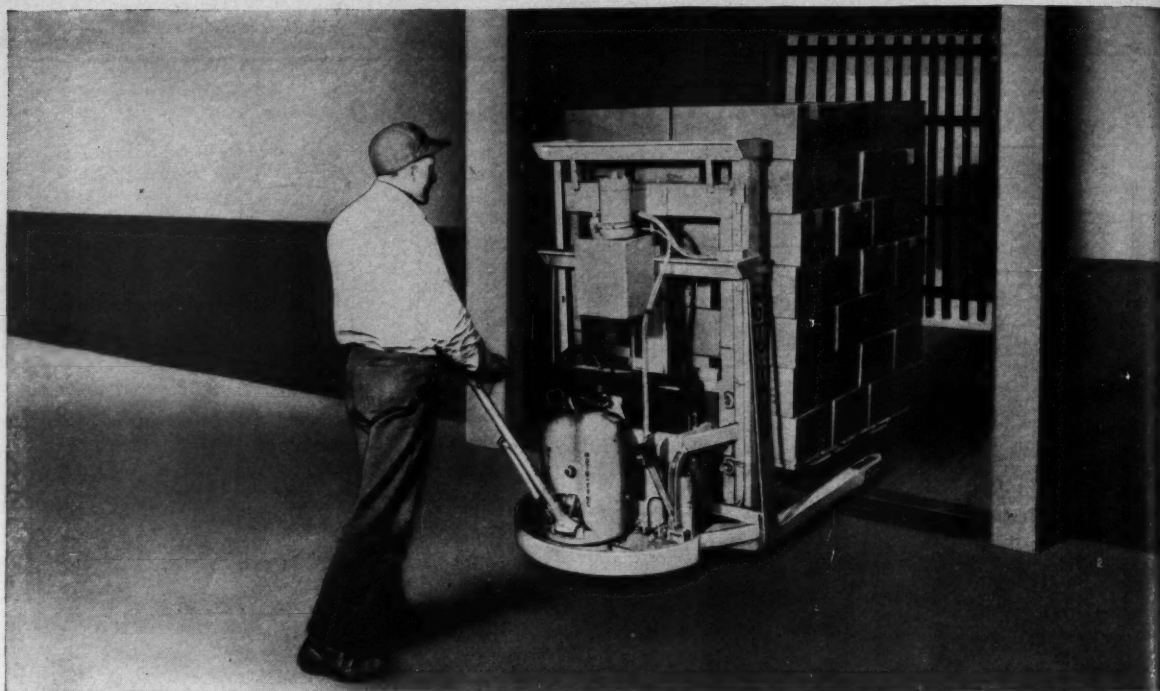
Case and can chain conveyors are so uniquely fitted to do the work for which they are designed, that it is

difficult to compare them with other types.

They are more rugged than fabric belt conveyors and their construction is less complicated, especially as to powered curves, than live roller types. They are relatively low in first cost and upkeep. However, unless they are fitted with attachments, such as lugs, they can be operated at only slight inclines.

They have earned their spurs in the fields for which they are intended to be used so that further comparison with other types is unnecessary.

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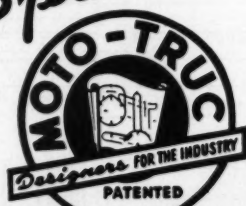


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Write for Bulletin No. 54 . . . it covers the complete Moto-Truc line.

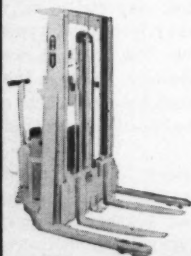


The MOTO-TRUC Co

Representatives in Principal Cities

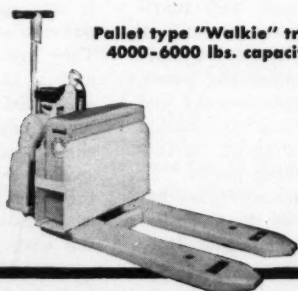
1956 E. 59th St. • Cleveland 3, Ohio
Pallet . . . Platform . . . Hi-Lift Trucks
The Originators of the Walkie and
Small Rider Type Truck.

Hi-lift "Walkie" type
3000-4000 lbs. capacity

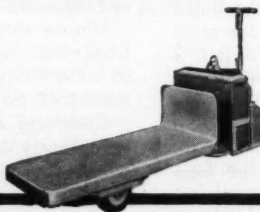


a MOTO-TRUC for every purpose...

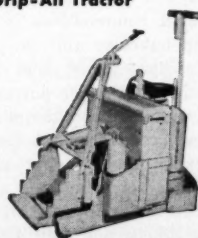
Pallet type "Walkie" truck
4000-6000 lbs. capacity



Platform "Walkie" type
4,000-10,000 lbs. capacity



Grip-All Tractor



Circle No. 15 on Card, Facing Page 49, for more information



MOVING?

for a little extra care at no extra cost

Rely on ATLAS

A good measure on *your* next personnel transfer: call in your local Atlas Agent. Whether packing a ship model, or china, furniture and other fragile pieces, Atlas Agents have a reputation for taking that *little extra* care which makes any move easier for your people—and easier for you. Atlas moving service never costs more and often costs less—in efficient handling, in time saved, and in avoidance of complaints and claims. Look for your local Atlas Agent's name under "Moving & Storage" in your classified telephone directory. Or write us direct and we'll have him call you.



ATLAS VAN-LINES, INC.

A Long Distance Moving System

General Offices: 7530 South Western Ave., Chicago 20, Ill.

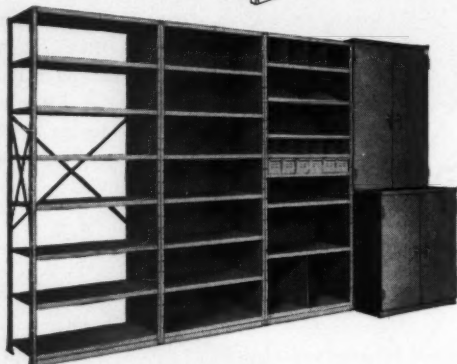
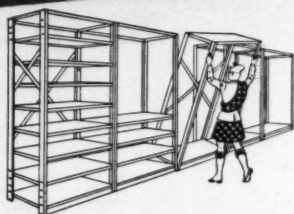
Agents in all principal cities

Here's a lot for your money!

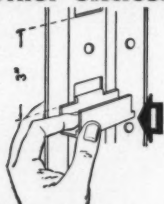
No steel shelving is easier or quicker to assemble. No bolts or nuts are needed to assemble shelves. Most practical and most flexible. Saves time and money from the first day of installation.

BORROUGHS UNITIZED STEEL SHELVING

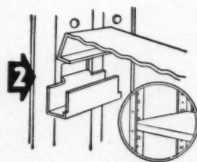
* Each individual unit is complete in itself... no part depends on unit next to it... any unit or shelf can be moved independently.



another exclusive Borroughs feature!



Insert shelf support bracket... no fumbling with studs, bolts, nuts or lock washers.



Tilt shelf into support bracket... and shelf is ready for loading.



Portion of the Borroughs shelving installation at the warehouse-carpet section of the J. L. Hudson Co. department store, Detroit, Michigan. Open end assembly permits easy storage of rolled stock.

send for new 32-page catalog

BORROUGHS MANUFACTURING COMPANY

A Subsidiary of The American Metal Products Company of Detroit

3002 NORTH BURDICK **amp** KALAMAZOO, MICHIGAN

Circle No. 16 on Card, Facing Page 49, for more information

Motor Freight...

(Continued from Page 27)

We took a chance on a loss in revenue. However, our revenue increased instead of declining. Customers readily accepted the new scholarship idea.

The Pilot Co. offered a \$500 scholarship to a worthy high school student for his first college year, in each of the seven states in which it maintains terminals. In addition to this we offered the same amount to the school of the winner's choice as a grant-in-aid.

We did not confine the course of study for the scholarship winner. We specified only that the school that was chosen be in the state in which the winner resided. No stipulations were made for the student to follow and he was selected on the basis of his application and an essay on some phase of motor transportation.

We enlisted the aid of college presidents, professors, traffic managers, and editors, as judges. Every high school, both public and private, in our operating territories, was sent literature outlining the rules and regulations of the contest.

Our total annual expenditure for this scholarship program amounted to approximately \$10,000.

Scholarship Plan Revised

During 1954 we held a series of committee meetings to determine the advisability of changing the scholarship plan to conform more with the recommendations of the ATA's National Committee on Education.

A review of the 14 scholarship winners in 1953-54 showed no expressed desire or inclination on the part of any student to enter the transportation field. We felt young people were needed in our industry. Therefore, our committee agreed to change the scholarship plan.

For the coming academic year the awards will be given to a rising college senior who is majoring in Industrial Traffic Management or Motor Freight Transportation.

The scholarships have been established in eight leading universities in the following operating territories of Pilot: Georgia, So. Carolina, No. Carolina, Virginia, Maryland, Pennsylvania, New York, and Tennessee. A ninth scholarship will be placed in New Jersey.

The scholarship winners will be selected at the schools by established faculty procedure. The college will administer the fund to the student.

Fellowship Award

The Pilot Co. also has made its contribution to higher education in regard to the future of motor transport service by establishing in 1953 a \$4,000 Fellowship in Motor Transportation at the University of North Carolina, for post-graduate study over a two-year period.

The chosen student pursues advanced studies in operations, accounting, public relations, claims, os&d, as well as other phases of the transportation business.

The first student selected by the University was Mark Hanna of Baltimore, Md., a graduate student in economics who now is engaged in interviewing various trucking companies for the development of case studies dealing with problems of management and policy formulation in the trucking industry. These case studies are taught in the regular transportation courses at the University.*

(Resume Reading on Page 28)

Reader Service Card

For additional information on items described in this month's Free Literature and New Products sections, use the Reader Service Card on Page 49.

Paperwork . . .

(Continued from Page 41)

Freight bills are typed from the bills of lading, which must be returned to the dock for checking the shipment as it is loaded. Clerks using electric typewriters average about 600 freight bills a day. Briefly, here is what happens to the nine copies:

1. The original rides with the driver to the consignee.
2. A remittance copy is forwarded to the destination terminal, where it serves as an invoice to the customer if the driver does not collect.
3. A checking or agent's copy goes to the sales agent.
4. Another copy serves as a delivery receipt.
5. A consignee's memo is left with him on delivery.
6. A sales copy is sent to the sales department at the destination terminal.
7. A cashier's copy is sent to the destination terminal for accounting.
8. A general office copy goes into a numerical file for later processing.
9. A branch office copy goes to the numerical file at the branch office.

The eighth copy, which goes into the home office files, launches the accounts receivable follow-up system. It is from this copy that the punched card is prepared for master tub file.

The original bills run through the regular routine of delivery, collection, etc. Each of the terminals follows up daily by sending separate lists to the home office showing those bills on which drivers have accepted cash, and those on which no payments have been made. On the unpaid bills, the delivering terminal renders a statement the day following delivery, enclosing a second copy as a follow-up invoice.

When the cash payment and statement lists are received in the home office, they are sent to the tabulating department, where two more sets of cards are punched.

Since the majority of bills are paid on delivery, the cash cards are checked against the master file first, using a collator to withdraw the cards on paid shipments. The originals are destroyed. The same procedure is followed with the statement lists from the various terminals.

This procedure completely clears the original file, providing a weekly check against possible lost records. The new statement file provides automatic aging of the outstanding accounts.

This system enables us to keep our operating journals as an almost automatic by-product of our accounts receivable work. The tub file itself serves as a receivable journal. Cash journals are produced by running the cash-receipt or statement cards through an accounting machine.*

(Resume Reading on Page 42)



RAYMOND
Hydraulic
PALLET LIFT TRUCK

Capacities:
4000 or 6000 lbs.



Hydraulic
SKID LIFT TRUCK

Capacities:
2500 lbs.
4000 lbs.
6000 lbs.

AMERICA'S HEAVY DUTY Twins!

- IT'S A CINCH to handle heaviest pallet or skid loads with RAYMOND Hydraulic Lift Trucks! These husky trucks . . . built to deliver years of rugged wear . . . are truly America's heavy-duty twins.
- Both RAYMOND Trucks have powerful hydraulic assemblies to make load-lifting easy. Handles operate with long full strokes . . . or short strokes where space is limited. Handles are pressure-balanced to stay put in any position, won't fall when trucks are not in use.
- These trucks come with convenient finger-tip lowering . . . an exclusive RAYMOND feature. They're highly maneuverable, have full 360° turning radius for steering into or out of close quarters. Specially mounted, machine-faced wheels make 'em easy to pull over roughest floors and on upgrades.

The RAYMOND CORPORATION

13940 Madison St., Greene, N.Y.

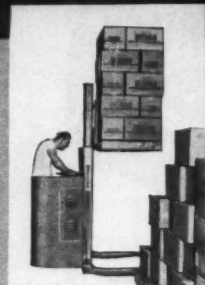
Please send literature describing ☐ RAYMOND Skid Lift Trucks ☐ RAYMOND Pallet Lift Trucks ☐ RAYMOND Hydraulic Elevating Equipment Catalog.

NAME _____ TITLE _____
COMPANY _____
STREET _____
CITY _____ STATE _____

**MAIL
COUPON**

Circle No. 17 on Card, Facing Page 49, for more information

the morLift



HIGH
in performance

LOW
in price



*Saves space...time...
man hours...money*

Easy to Operate. Adding to such features as low overall weight and a full 180° turning radius, the morLift offers an exclusive direction indicator, automobile-type brakes and lever type handles for travel and lift.

Easy to Maintain. Time and money saving as well as easy! Built-in battery charger plugs into any convenient outlet. Automatic controls prevent overcharging, and catalyst hydro-caps help maintain a safe water level. Excellent accessibility to all parts.

Less in Cost. Though your morLift comes complete with battery and built-in charger, it costs much less than comparable hydraulic lift trucks. Specifically designed for 1000 and 2000 pound load capacities, the morLift keeps initial costs way down.



JOHN MORRELL MFG. CO.
222 DUNDEE AVE., ELGIN, ILLINOIS

Write Dept. 132 or check your phone book for nearest distributor

Circle No. 18 on Card, Facing Page 49, for more information

Modern Claim...

(Continued from Page 37)

Demerit Plan

The company also has a demerit plan. Three demerits are charged for inbound shortages, outbound shortages, over-freight errors, checking errors, report errors, TWX and billing errors. Five demerits are charged for damages, refused freight errors, second tracer on claims, unsigned delivery receipts, and proof of ownership. Ten demerits are charged for failure to hold os&d meetings, and one demerit is charged for miscellaneous errors.

Shortage and damage demerits are reported weekly to the terminal. All other demerits are reported individually as they are charged on claim department charge sheets. At the end of each month the demerits for each terminal are broken down into four groups—clerical, outbound shortages, inbound shortages and damages.

The total for each group is compared with the number of shipments handled, which shows the score for each phase of operations. Clerical errors represent 25 per cent of the total score; outbound shortages, 25 per cent; inbound shortages, 25 per cent; damages, 25 per cent. The division in shortages is made to place the heavy outbound terminals on a level with those which handle heavy inbound shipments.

The formula used to work out a box score for each terminal is illustrated by the one on damage demerits. A terminal with 76 damage demerits out of 19,508 shipments handled would have a score of 0.3896 per cent. Deducting this from 100 per cent leaves 99.6104 per cent. As damages take 25 per cent of the total score, that part of 99.6104 per cent gives 24.9026 per cent. In the same calculation, clerical got 24.9231; outbound shipments, 24.6800; inbound shipments, 24.7203. These total 99.2260 per cent, which becomes the box score for the terminal.

If a terminal achieves a yearly score of 98.5 per cent or higher, has a yearly claim ratio of 0.35 per cent or less, handles 500 or more shipments per shortage, and handles 700 or more shipments per damage, it becomes eligible for a safe handler's emblem. The Claim Department asserts that the average terminal should be able to maintain a score of 98.5 per cent or higher.

Terminal scores are computed on the number of shipments, a change from tonnage figures formerly used. In computing claims for the terminals, the total of revenue figures for the terminal must be in the same ratio as the total revenue for the system. Revenue figures for each terminal are computed from total outbound revenue less interline pay-

ments; plus total inbound revenue less interline payments. This total is divided by two. The company gives this example:

"If we have one terminal with outbound revenue of \$100,000 and inbound revenue of \$200,000, the total revenue would be \$300,000. If divided by two, we would have a total of \$150,000. A terminal of about the same size but with outbound revenue of \$200,000 and inbound of \$100,000 would show the same total revenue. This method gives proper credit for handling inbound freight."

Shortages and Damages

In arriving at shipments per shortage and shipments per damage, outbound and inbound shipments are added, which allows for all shipments handled and places all terminals on an equal basis.

One of the causes of damage to goods in transit over which the terminals have little or no control is bad highway conditions, such as deep ruts or holes. To detect such a condition, McLean can equip its trailers with impact measuring devices, which automatically record shock and sway. The impact recording device helps locate the area causing the severe shock. With this information, steps can be taken to give special handling through the area until conditions are corrected.

One of the motor carrier industry's biggest problems is theft. McLean maintains an Internal Security Department, headed by a former police officer, to guard against theft. Alarm sirens have been placed on trailers, and constant patrol work and new procedures have helped keep the theft problem under control. *

(Resume Reading on Page 38)

Movers Win Race



In a unique moving race that was televised coast-to-coast, a 12-man team of Allied Van Lines movingmen from Chicago furnished a six-room house in two minutes. Four teams of 12 participated in the event. Shown, left to right, James Barrett, president, Empire Warehouses, Inc., Chicago, watches TV announcer Joseph Wilson congratulate the captains of the winning teams: Fred Nelson, Empire Warehouses; Fred Nielsen, Iredale Storage & Moving; and Tony Dehn, Evanston Fireproof Warehouses, Inc.

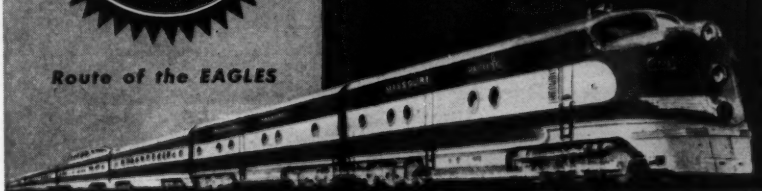
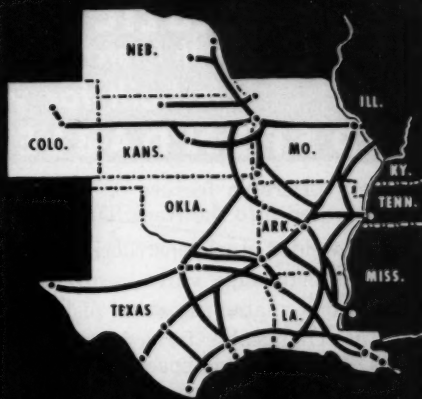
Bright idea!



... ship
and travel
West-Southwest
via



Route of the EAGLES



MODERN...PROGRESSIVE
MO-PAC



this low cost—high quality
TURNABOUT[®]
HYDRAULIC PALLET TRUCK
with interchangeable forks
is built for years of
DEPENDABLE SERVICE!

Every desirable feature of modern pallet trucks has been incorporated into the Rack Turnabout pallet truck including . . .

- All welded steel construction
- Overload safety valve to protect hydraulic unit
- Chrome-plated rams and pistons
- Interchangeable forks in standard lengths of 30", 36", 40", 42" and 48" and special lengths of 54" and 60"

Mass produced to keep initial and maintenance costs low . . . the Turnabout has a capacity of 2,500 lbs. It's the answer to your pallet handling problems!

Write for Bulletin today!

RACK
HYDRAULIC EQUIPMENT CORPORATION
137 SIXTH STREET CONNELLSVILLE, PA.

Distributors in Principal Cities

Plants: Conneltsville, Pa.; Gardena, Calif.; Farnham, Canada; Slough, England
 Circle No. 19 on Card, Facing Page 49, for more information

Safety First . . .

(Continued from Page 39)

accident-prone is the problem with which the firm still is wrestling. The company has found that the easy-to-get-along-with person, who is at the same time tense and alert, will have fewer accidents than the super-aggressive, bullying, domineering type. The more placid fellow who will seek advice and adhere to supervision generally is the better driver.

It also has found that the highly intelligent type does not make the best driver. If his IQ is above 120, McLean is skeptical. His mind may be off in the clouds while he is driving.

Physical and Character Tests

In addition to mental tests, the personnel department applies a set of rigid physical and character tests. The age choice is from 24 to 35. Perfect eyesight and hearing are prime requisites. There also must be no organic disorders, no history of tuberculosis or social disease, and complete control of the extremities.

Character study includes examination of applicant's school record, his employment history, credit standing and police record, if any, and even his home life. Whether he has ever driven a truck or only his own passenger automobile, careful attention is given to his driving record. The personnel department is skeptical of any man who has an accident record of any kind, even to falling in the bathtub.

Many of the driver applicants never have driven a truck, many never have traveled to any extent. Care is taken to determine whether the applicant is the type who will stick to the job even though it means long absences from home. As it costs about \$500 to train a driver, the cutting down of driver turnover is of paramount importance. Although every inducement is made toward creating pleasant and remunerative jobs, the future reduction of driver turnover constantly is being sought by the company.

In the present setup, there is a program for training young men of management potential for the sales or operations departments. These men receive over-the-road driver training in addition to more extensive training in all departments of the company. The personnel department takes over from the first interview with an applicant to completion of the training period. The sales or operations trainee reports to the personnel manager, who assigns him to various departments in which he is to be trained. Each trainee remains the responsibility of the personnel department until the training program has been completed.

The training program consists of

three phases. Phase one consists of 16 weeks of over-the-road driving and is the same for all trainees, whether for operations or sales. This is the indoctrination course. The trainee becomes exposed to all phases of the company's operation.

The vice-president for operations, C. H. Wells, Jr., delegates the active supervision of all drivers, regulars and trainees alike, to driver supervisors. Driver supervisors operate on a 24-hour, seven-day-week basis. Each driver supervisor controls about 100 drivers.

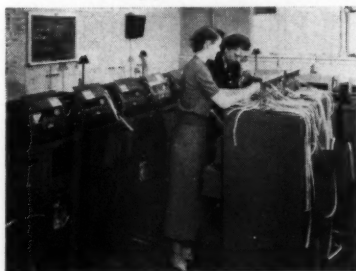
The drivers receive their daily instructions, as well as commendations or discipline, from their supervisors. This has proved more efficient than the arrangement many carriers have for the dispatcher to supervise the drivers.

The safety record of all his drivers is kept before the driver supervisor. He uses this running record in his efforts to obtain the most miles-per-accident from his men. Driver supervisors also administer the continuing on-the-job safety and accident-prevention program, as it pertains to drivers. The entire safety and accident-prevention program, as formulated by the safety department, is divided into four categories:

1. Investigation and Analysis—A staff representative investigates every accident which has caused injury to persons or damage to property. Once a month an analysis is made of the causes and an attempt is made to remove them. This is done at meetings, through bulletins and otherwise. (Less than one per cent of all McLean accidents are due to mechanical failure—a result of meticulous truck maintenance.)

2. Removal of Objective Causes of Accidents—This is done by giving employees safe tools to work with. Every
(Please Turn Page)

Teletype Network



What is claimed to be the trucking industry's most extensive teletype communication system and the largest network in west Michigan, recently went into operation in headquarters of the Interstate Motor Freight system providing constant touch with all 51 terminals of the transportation firm



Loading a freight car, top of Mobilift remains stable with 1 rear wheel raised. Power wheels maintain full traction on floor plates.

load "still on the level" with **MOBILIFT®** **HYDRA-LIZER**

You can pile 'em high and move 'em fast . . . in a smoothly carried load on a Mobilift with Hydra-lizer. Hydra-lizer replaces conventional pivoted axle with simple, positive hydraulic suspension which automatically compensates for variation in floor surface up to 3 inches. Absorbs all shock . . . protects load and truck from shock damage. Truck stays level. Power wheels get top traction. They're always on ground. Drivers do more with less fatigue.

Plus These Mobilift Features . . . ▶

- Mobil-matic Transmission Assembly
- No Clutch Pedal
- Capacities From 3000 to 4000 lbs.
- Ball-Bearing Worm Nut-Type Steering
- 1-Piece Hood
- Easy Engine Access

For complete details on this new line of Mobilift sit-down and stand-up fork lift trucks, MAIL THIS COUPON TODAY. ➔

LAMSON MOBILIFT CORP.

5311 Lamson Street, Syracuse 1, N. Y.

Please send me complete information on _____ 3000 lb. capacity unit Model M-324, _____ 4000 lb. capacity unit Model D-424, _____ all Mobilift units to:

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

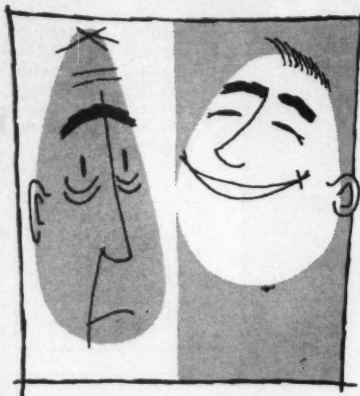
CITY _____ ZONE _____ STATE _____



MOBILIFT CORP.
Home Office
Portland, Ore.
Offices in principal cities

Circle No. 20 on Card, Facing Page 49, for more information

WHICH TRAFFIC MANAGER NEEDS THE ASPIRIN?



Mr. Bones

Mr. Jones

Mr. Jones has no headaches—he knows San Francisco Warehouse will handle his storage and distribution problems on the West Coast! Save on your aspirin bills—contact us or our representatives today.

- 50 years as Pacemaker of Pacific Coast Warehouses
- Over 500,000 square feet storage area
- Sprinklered or Electric Fire Detectors
- ADT Supervised
- General Merchandise, U. S. Customs and Internal Revenue Bonded Storage
- Office accommodations and Telephone Service
- Pool Car Distribution
- Permitted City Carrier
- Bonded Draymen
- Private RR Sidings
- Reciprocal Switching



SAN FRANCISCO WAREHOUSE CO.

MAIN OFFICE:

605 Third Street, San Francisco 7, Calif.
Telephone: SUtter 1-3461

NEW YORK REPRESENTATIVE:

Distribution Service, Inc., 2 Broadway
Telephone: Bowling Green 9-0986

CHICAGO REPRESENTATIVE:

Distribution Service, Inc., 251 East Grand Avenue
Telephone: SUperior 7-7180

Safety First—a Modernization . . .

(Continued from Preceding Page)

principle of safety and good maintenance is engineered into every truck. Employees also are given safe places in which to work whether on company property, on customers' property or on streets and highways; also by providing the drivers with proper rest facilities and proper scheduling.

3. Removal of Subjective Causes of Accidents—These involve the driver himself, and are guarded against by proper selection, proper training, and proper supervision.

4. Motivating Activity—By creating a desire among drivers to want to avoid accidents, much has been accomplished, it is believed, toward building a better safety record. This is done largely by contests.

Driver Awards

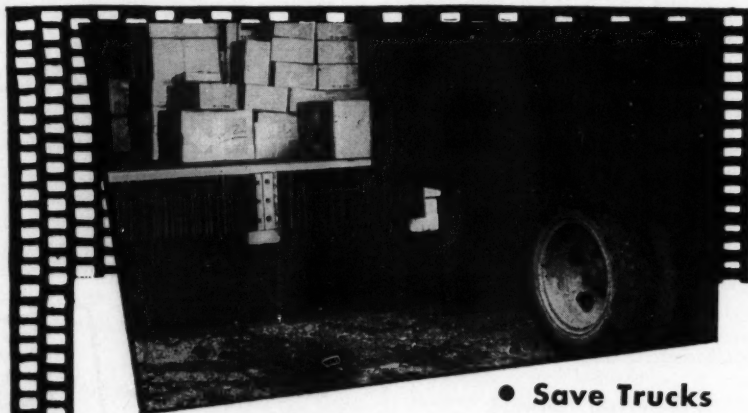
The 1954 safety promotional program for driver personnel included several types of awards. First, there was an award to all drivers who had driven a full year without being involved in a B, C, D or E type of accident. Then came a five-year award. The 10-year award was a wrist watch.

The 15-year award was a ruby ring, suitably engraved, and the 20-year award was the same ring with 20 years substituted for 15 years.

These awards were in addition to the usual National Safety Council's safe driver awards. As an added incentive for safe driving, a dinner was given to the regular drivers assigned to any terminal which operated three months without being involved in a B, C, D or E type of accident. There also were penalties. After earning a three-year award, a driver lost 12 months of driving time toward an award for each preventable accident.

To offset the penalties there were bonuses. Local drivers participated in the profits of the terminal by which they are employed. Road drivers got one per cent of their gross earnings for any three months in which they were not involved in a B, C, D or E type accident; two per cent for six months; three per cent for nine months, and four per cent for 12 months. When a driver has an accident a new period starts the next day.

An A type accident in the McLean



● Save Trucks

● Save Docks

● Prevent Damage

DURABLE resilient rubber Loading-Dock Bumpers absorb the BUMP when truck and dock come together—

- Prevent damage to truck bodies.
- Eliminate replacement of dock timbers.
- Protect fragile freight—reduce claims.
- Easy to install.

Send for complete information.

DURABLE MAT COMPANY

75 N. Pleasant St., Norwalk, Ohio
755 Kifer Road, Santa Clara, Calif.

Circle No. 21 on Card, Facing Page 49, for more information

DISTRIBUTION AGE

category is one in which the driver was in no way at fault; B, C, D and E accidents are those where the driver is at fault in varying degrees.

An intense but friendly rivalry has been promoted among McLean drivers by means of contests. Also in 1954, there was a contest for the neatest driver and for the most courteous driver, also for the most miles per accident, and the driver of the year. One contest was staged each quarter.

First prize was a seven-day, all expense trip by air to Miami for the driver and his wife. Second prize, awarded to both a local driver and a road driver, was a three-day air trip to New York.

The driver of the year in 1954 was selected on the basis of production and efficiency, care of equipment, fidelity to duty, customer relations, public relations, general appearance, and employer relationship. The name of the driver of the year, who was selected by vote of the supervisors, was announced at the annual company banquet. The prize was an air trip to Mexico for the driver and his wife. A local driver and a road driver both were selected for this award.

Since drivers see more customers and prospective customers in any given time than the company's salesmen, great emphasis is placed on appearance and on road courtesy. The most courteous driver award for 1954 was made on a point system. Letters of commendation for road courtesy drew 25 points each, but acts of discourtesy caused an equal deduction.

As to how well its training program has paid off both in safety and in profits, McLean has excellent testimony in the form of cash savings from insurance and other costs. In 1948 the safety and insurance cost amounted to six per cent of gross revenues; in 1954 the figure had been brought down to about four per cent. •

(Resume Reading on Page 40)

Safety Award



Gateway Transportation Co. recently was awarded Wisconsin's highest award for safety on the highways. Charles Gallina (left), presents the trophy to Joseph Ludden of Gateway, as George Briggs (right), immediate past president of the WMCA, looks on

New Dorsey Giant ... ENGINEERED FOR ALL HEAVY LOADS YET LIGHTER BY 1,000 LBS.

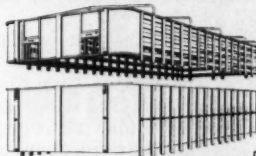
... only 8,410 lbs.

for standard 32 ft. tandem. 44,000 lb. capacity



Load it down! The main frame is full 18 inches deep, pressed steel, punched so that one-piece 6-inch cross sills are welded through it.

Engineered for YOUR needs: Dorsey's new Tailored Frame Design means YOU specify the load-capacity you want: The gauge of steel used in the big main frame and side frame are tailored (graduated) to the length of the trailer, or to unusual heavy-duty applications. Deep flanged rolled steel body border with inside or outside stake pockets.



3 TRAILERS IN 1

Optional grain body that really works—tightly sealed, easily installed. Slatted body extension makes it into a full-height livestock trailer. Steel forward bulkheads in either tilting—removable or permanent styles.



SEE YOUR DORSEY DISTRIBUTOR
FOR TRAILERS BUILT TO YOUR
REQUIREMENTS.

DORSEY TRAILERS ELBA, ALABAMA

Electric Protection Services FIRE • BURGLARY • HOLDUP

Automatic Fire Detection
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Sprinkler Supervisory
and Waterflow Alarm Service
Watchman's Supervisory and
Manual Fire Alarm Service
Industrial Process and Heating
System Supervisory Service
Burglar Alarm and
Holdup Alarm Services

AMERICAN DISTRICT TELEGRAPH CO.
155 SIXTH AVENUE NEW YORK 13, N. Y.
Central Stations in All Principal Cities

ADT

Unfair Practices . . .

(Continued from Page 54)

cluding all of the nation's railroads."

I think you'll have to admit the rails have not put forward any compelling reasons why the National Transportation Policy should be changed except that they want it.

Now for the next question—for two billion dollars!

This really is a two-part question: "A. Is it the intent of the Cabinet Committee to change present provisions and policies prohibiting one mode of transportation to engage in the ownership, operation, management or control of another mode; and, B, have the railroads reversed their position that they should be permitted to engage in all forms of common carriage?"

A little background may be needed for this one. When the Cabinet Committee Report first hit the newspapers in April, our industry pointed out—within hours—that it would permit ownership and control of more than one transportation agency. In short, the big, powerful railroads would be able to get on the highway against all comers; or on the rivers in barges, or in the skies running our airlines.

Today there are specific restrictions governing rail operations on the highways. But some rail lines find them irksome. Railroad management believes now—where it did not before regulation of the motor industry in the thirties—that highway operations, independent truck operations, would be very desirable. The future on the highways now lures them.

The Cabinet Committee Report opens the way for the rails by carefully removing words and phrases which the courts and the ICC have said over the years is the intent of Congress; namely, *that one mode of transportation shall not be allowed to engage in the ownership, operation or management or control of another mode.*

Shortly after the Act was passed in 1935, the Barker case was interpreted by the ICC, in very first volumes, in the light that Congress does not intend to permit the invasion of rails into highway common carrier operations. It was there stated that the Policy says that the Act should be so administered as to preserve the inherent advantages of each mode of transportation. Since that time, there has been a long line of Commission de-

cisions establishing a pattern in line with this interpretation of the National Transportation Policy.

The rock under this Commission philosophy, is the National Transportation Policy. The language on which the Commission has based its past decisions now has been removed. In its place appears contrary language calling for "minimum economic regulation" and saying there shall be no restrictions, conditions, or limitations on the individual modes of transport.

This is a complete reversal of the National Transportation Policy developed by the Congress.

If S-1920 ever becomes law, then the Commission and the courts would be required to recognize this about-face in our national policy. The result will be opening the door to the granting of unlimited highway operating authority to railroads.

However, we want to be scrupulously fair about the matter. Our statements have been challenged by representatives of the Department of Commerce, and by the railroads. They say to us: "You are seeing things that are not in the Report or the legislative philosophy behind it."

Early this August, I presented our industry's views before the Traffic Club of Greater Miami. Again we pointed out that with "no legal hindrance in the way, railroads could

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DISTRIBUTION AGE

engage in unrestricted operations . . . (and) in competition with their own or other railroads they could engage in highway, waterway, or freight forwarder operations and—perhaps just a step around the corner—take over airline operations.

We said *this would be the beginning of the end of the independent transportation industries.*

Within hours, we again were approached and asked: "Where do you folks get that stuff? There is nothing like that in the Report or the proposed legislation."

That raises these points:

1. Did the Commerce Department, when drafting its final report, intend to change the present provisions and policies on which the Commission has long based its decisions?

2. Have the railroads really reversed their stand, held for many years, that they should be permitted to engage in all-out highway common carriage?

We would like to hear, officially and publicly, from the Department of Commerce and the railroad industry what they tell us privately.

I believe this industry will continue in its present thinking until responsible parties, who authored the Cabinet Committee Report state publicly, that the Report does not, in fact, either recommend or permit the invasion of the highway field by railroads; further, that Congress should be told the Cabinet Report does not support any rail effort to invade the highway field.

The railroads, too, need to give us a reassuring answer. They must inform the public and Congress through their responsible officials that they are not advocating the changes of which we are so fearful.

Now Question Number 3—for three billion dollars!

"Why throw away the present transportation equality between the South and other producing regions of the United States?"

That little question needs a good look in the face. And here is why: The South today is a vital and growing part of our nation's industrial strength. It owes much of its growth and future to continuing present-day transportation equality. Its products move to distant markets under conditions favorable to southern commerce.

It has not always been so. The South's long economic subservience to other regions was based, in large part, upon discrimination in transportation practices. For years, the South fought to obtain non-prejudicial freight rates; finally, they were won by the Commission's order in the Class Rate Case, and affirmed by the Supreme Court in 1947.

Now, in case you think I have put a loaded question on the table let me remind you that the policy advocated

by the Cabinet Report leaves out five very important words on Transportation. They are: "without . . . unfair or destructive practices."

In its place sits "dynamic competition" in rate making, coupled with his twin: Less power to the Commission in respect to rate regulation.

It would be fatal for the South to place its faith on rates resulting only from dynamite competition."

Regardless of one's viewpoint, we must recognize that the day of railroad expansion is over; that the rapidly-developing areas of the South are building their new economy more and more on highway transport. This means that highway transport must

be operated within public policies that are fair to it, and all other forms of transport; policies that move your goods without discrimination.

It is well to remember, in 1955, that one of the original reasons for the creation of the Interstate Commerce Commission was the protection of public interest—regional and sectional interests—which were, or rarely are, vocal and rarely equipped for self-protection. It was to guard the smallest and most obscure hamlet in the country in the scale of right against the largest and most powerful city; entitling each to the same favorable regard from the carriers serving it.*

(Resume Reading on Page 55)

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... Dynamic Competition

(Continued from Page 55)

automobile on the market for \$200 less than his competitor, that competitor could appeal to a government agency to keep him from selling the car at the lower price; suppose that the government agency, backed by law and court decisions, suspended the lower price until it determined whether the price was lawful.

Then suppose that this government agency finally decided that the lower price was unlawful on the grounds that it would have an adverse effect on the competitor and would deprive the competitor of what the agency regarded as a "fair share" of the business.

Carrying this illustration still further, suppose that for certain reasons other automobile manufacturers were not so regulated by the government and, largely because they were not regulated, could offer their cars at lower prices than the two manufacturers who were regulated. What would happen in such a hypothetical and absurd situation is, of course, obvious.

Fantastic as it may seem, the hypothetical situation in the automotive industry I have just described is a reality in the transportation industry.

It actually exists—exists today—at a time when just about everybody who believes in the free enterprise system also believes in free and complete competition. In short, government policy so prevents or restricts competitive pricing among regulated common carriers that shippers are limited in deciding among them, so far as rates are concerned.

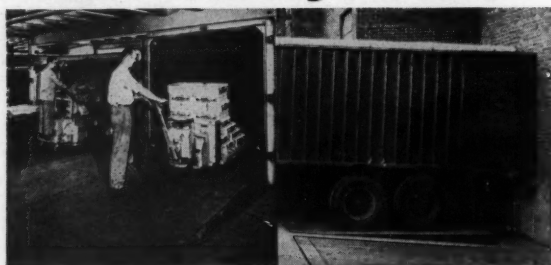
The net result of all this is evident. The shipper, in a great many cases, is paying more than he would otherwise pay. The consumers—you and I—are paying more for what we buy; because, obviously, the higher transportation cost is passed along to us.

Common carriers, who can produce service at lower cost than their competitors, are being prevented from charging lower rates. Not only are these particular carriers losing business to their competitors, but the entire regulated transportation industry is suffering.

The railroads virtually are 100 per cent regulated by the ICC. On the other hand, only about 35 per cent of all intercity highway freight traffic is handled by carriers subject to ICC regulation; and less than 10 per cent

(Please Turn to Page 84)

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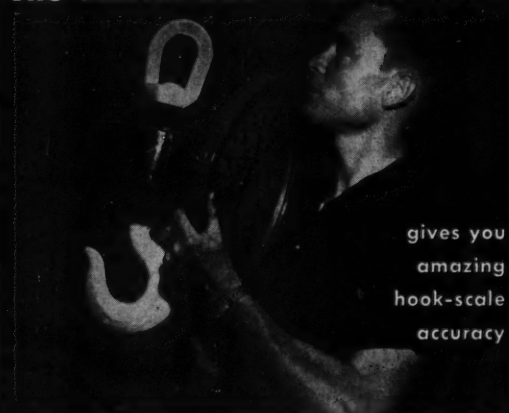
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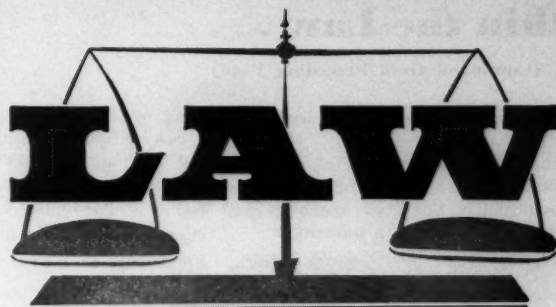
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DISTRIBUTION AGE

Within the



By Leo T. Parker Legal Consultant, Distribution Age

WAREHOUSING

Recently I received an interesting letter from a warehouseman. I believe that his question and my answer thereto will assist a majority of warehousemen readers to reduce the normal number of law suits involving injuries to persons and property caused by operation of motor trucks and vans. This reader wrote: "I read your writings a couple of months ago in DISTRIBUTION AGE regarding the personal liability of truck drivers who through their own carelessness cause injuries to pedestrians and occupants of automobiles. I am wondering if you will in the near future give more details. This kind of information should make all truck drivers drive more carefully. I am sure all warehousemen like myself will be appreciative. What is legal negligence of a truck driver and what is his personal liability and responsibility?"

If motor vehicle driver had accident when sleepy, can court hold him negligent?

According to a late higher court decision, testimony that a motor vehicle driver had an accident when he was sleepy may influence a court to hold that the driver was negligent.

For illustration, in *F— v. W— Co.*, 200 Fed. (2d) 74, the testimony showed that a collision occurred between an automobile driven by one *F—* and a truck driven by a driver named *F—*. The truck had been leased to the *S— T— Co.*, and the ICC license-plate was issued to this company. *F—* was killed and his dependents sued for damages.

During the trial *F—* testified that the other car had come over on the truck's side of the highway and that the collision occurred there. Witnesses who arrived at the scene not long after the collision testified that they found no glass, debris or tire-marks at the point where *F—* said the collision occurred.

A witness testified that *F—*, the truck driver, seemed sleepy after the accident. *F—* testified that he had not been in bed for many hours before the accident.

It is interesting to observe that the higher court held that *F—*'s employer was liable to *F—*'s dependents for \$30,000.00, and said:

"It was proper on cross-examination of truck driver to elicit answer of the truck driver that he had not been in bed for many hours before the collision, for purpose of showing why the truck driver may have driven carelessly."

Therefore, it is quite apparent that any relevant testimony is acceptable which may convince the lower court, or a jury, that an accident resulted from the truck driver's negligence, under which circumstances both the truck driver and his employer are financially responsible and liable.

Can driver and owner be held liable for accident while driver is under influence of liquor?

According to a late higher court decision a motor truck driver who kills a pedestrian, or occupant of another car, while partly intoxicated may be convicted of the crime of manslaughter. Also, his employer is liable in damages.

For instance, in *P— v. M—*, 271 Pac. (2d) 619, it was shown that an automobile driver named *M—* was intoxicated when he had an accident which killed a person. The higher court upheld his conviction by the lower court on the charge of manslaughter, and said:

"The odor of alcohol about him, the blood analysis showing a high alcoholic content, and the medical testimony evaluating the blood analysis, all support the jury's implied finding that appellant (*M—*) was under the influence of intoxicants, if not intoxicated, when the accident occurred."

Recently a higher court convicted a

truck driver of murder where the testimony showed that he ran over a girl while he was intoxicated.

For illustration, in *G— v. State*, 66 S. E. (2d) 913, an automobile driver named *G—* was convicted by a lower court of the crime of murder. The testimony showed that his motor vehicle struck and killed a girl while he was intoxicated. The specific charge was that he killed and "murdered *B— J—* by driving and operating an automobile over, along, and upon a highway while under the influence of intoxicating liquors and drugs." The higher court approved the conviction and verdict, saying:

"The officers testified that he (*G—*) was under the influence of intoxicants and they could smell whiskey and that he admitted he had been drinking. The evidence not only supports the verdict, but it also shows a most brutal and heartless killing of a girl."

Is negligent driver liable for damage, even though he is not owner of truck?

The careful man is the responsible man. In other words, if vehicle drivers are informed of their personal responsibilities, for injury or damage caused by negligent driving, there is little doubt but that the knowledge thus imparted will result in their exercising a higher degree of care to prevent accidents.

For illustration, in a leading case *K— v. B—*, 218 N.Y.S. 536, a higher court held a truck driver personally liable in damages for negligently driving the vehicle in collision with a pedestrian and inflicting serious injury. It is interesting to note that this court said:

"It is elementary that a negligent driver is liable for any damage, even though he may not be the owner of the truck, the operation of which causes the damage. It is sufficient that he controls it and operates it in

(Please Turn Page)

Within the Law . . .

(Continued from Preceding Page)

a careless manner, to charge him with liability."

In another recent case, 217 N.Y.S. 261 it was disclosed that a motor truck driver negligently operated a motor vehicle and collided with a passenger automobile seriously injuring its occupants. The injured person sued the negligent driver and recovered a judgment for \$500. The truck driver then filed suit against his employer to recover this amount of money on the grounds that the employer was responsible because the collision occurred at a time when he was acting in the course of his employment.

However, the court held the driver not entitled to reimbursement, from the employer, for the \$500 which the court compelled him to pay the injured person.

Who has superior rights to use city streets or highways—a motor vehicle or pedestrian?

It is important to know that neither a motor vehicle nor a pedestrian have superior rights to use city streets or highways. Both have equal rights.

For example, in the leading case of *B— v. B—*, 262 Pac. 487, the owner of a motor truck attempted to avoid liability for an injury inflicted a pedestrian by proving that the latter observed the oncoming automobile but made no effort to get out of the way. This court held the injured pedestrian entitled to recover damages, saying:

"Fallacy results from the assumption that the automobile had the right of way and that it was the duty of the pedestrian to assume that the truck would continue in its direction without diminishing its speed or yielding to the pedestrian. The law is that neither the pedestrian nor the automobile had a superior right of way, and that each is entitled to use the highway and that the conduct of both must be regulated with reference to this fundamental rule."

For comparison, see *V— v. L—*, 181 Pac. 224. Here a motor truck owner and driver attempted to avoid liability for injuries inflicted to a small child by the introduction of testimony showing that the child ran across a street, instead of walking and watching for motor vehicles. This court held the driver negligent because it was proved that the driver had ample opportunity to see the child standing on the curb before she attempted to cross the street. This court said:

"The claim that the child was guilty of contributory negligence is based on the fact that she ran across the street

instead of walking. Not improbably she ran across thinking it was the safest way to get across."

Are warehousemen liable for all injuries negligently effected by drivers of motor trucks?

It is important to know that under certain well defined circumstances warehousemen are not liable for injuries negligently effected by the drivers of motor trucks.

For instance, in *S— v. M— Co.*, 227 N.Y.S. 644, it was disclosed that the *M— Co.* hired from the owner of a motor truck, the truck and its driver to transport certain merchandise. By the terms of the agreement the *M— Co.* paid the owner of the vehicle a stipulated amount per hour for the use of the truck and its driver. Although the owner of the truck paid its driver a weekly wage, the *M— Co.* assumed the authority to instruct the driver what he should haul, where he should transport it, and when he should return during the day for the next load. In other words, the truck owner had no authority over the driver or work performed by him while the truck was in the rental of the *M— Co.*

It was shown that when a pedestrian stood near a parked car, as close as he could to permit the motor truck to pass, the driver guided the truck so close to the parked car that the pedestrian was struck and severely injured. The court held the *M— Co.* liable for the injuries sustained by the pedestrian explaining that the truck driver was negligent, and he was under control of the *M— Co.* when the accident happened.

Of course, neither a warehouseman nor the truck driver is liable for injuries effected persons or property if the testimony discloses that the driver exercised the same degree of care as would have been used under the same circumstances by other prudent and careful drivers of motor vehicles to prevent the accident. Under these circumstances the driver exercised an ordinary degree of care, and therefore he was not negligent. Hence, there is no liability.

For the answers to additional legal problems involving the field of physical distribution, see Letters to the Editor, on Page 12 in this issue . . .

An explanation of the legal distinction between intra and interstate warehousing.

The United States Supreme Court in the case of *F— v. B—*, 51 S. Ct. 295, explained the legal distinction between interstate and intrastate warehouse business.

The facts of this case are that an Illinois corporation contracted to sell and deliver to a purchaser, situated in Arkansas, certain merchandise. The goods were shipped on the consignment basis and it was agreed that the purchaser would not pay the corporation for any shipped merchandise until it was sold.

The state of Arkansas has a law which requires every corporation situated in any other state, and which is "doing business" within the state, to file in the office of the Secretary of State a copy of its articles of incorporation, together with a statement of its assets and liabilities and the amount of capital employed within the state. The law provides further that any foreign corporation that fails to comply with this law is not entitled to file suit against any resident of the state of Arkansas.

The purchaser refused to pay the account presented by the corporation and the latter filed suit. The purchaser contended that the seller was transacting intrastate business in Arkansas and, therefore, in accordance with the above mentioned statute it was not entitled to file suit to collect the amount of money due. However, the Supreme Court held that this method of transacting business is purely interstate and, therefore, held that the seller could file the suit. This court said:

"In pursuance of orders sent by *B—* (purchaser) in Arkansas to *T—* (seller) in Illinois, goods were shipped to Arkansas from the branch warehouse of *T—* in Tennessee. The ordering and shipment of the goods constituted interstate commerce, and the obligation to pay and the right to recover the amount due according to the contract pursuant to which the goods were sent, arose in the course of that commerce. . . . Importation into one state from another is the indispensable element, the test, of interstate commerce; and every negotiation, contract, trade, and dealing between citizens of different states, which contemplates and causes such importation, whether it be of goods, persons, or information, is a transaction of interstate commerce. Such commerce comprehends all the component parts of commercial intercourse between different states, and, according to established principle, any state statute which obstructs or lays a direct burden on the exercise of the privilege of engaging in interstate commerce is void under the commerce clause."

Men in the Spotlight

Lambert D. Johnson, Jr.—elected president, Mead Johnson Terminal Corp., Evansville, Ind. He succeeds his father, the late Lambert D. Johnson, Sr.

Robert J. Garrison—appointed Fort Wayne (Ind.) regional manager, North American Van Lines.

Sam Conforti—joined The Seven Santini Bros., of New York, as manager of the firm's new Miami, Fla., branch. He also will supervise the firm's Florida export packing and shipping subsidiary, Richmond Export Co.

Wilbur R. Anderson, of Bekins Van & Storage Co., Los Angeles, Calif.—named vice chairman, 24th Annual National Conference of the Controllers Institute of America.

Obituaries

Jay Weil, Sr.—died in September. He had been founder, president, and chairman of the Board of the Gulf Shipside Storage Corp., New Orleans, La.

Herman L. Burzler—died following a heart attack during the recent flood in his home community, Bristol, Conn. He had been president and general manager of Burzler Moving & Storage, in Bristol.

Warehouse Briefs

Allied Van Lines, Inc., has dedicated its new Secaucus, N. J., moving van terminal. The terminal will serve as Allied's Northeastern U. S. operations headquarters. A two-story, air-conditioned building, the terminal features parking space for 100 vans, 16 loading doors, and a fully enclosed loading dock large enough to hold, temporarily, the furniture from 560 average sized rooms.

D. H. Overmyer Warehouse Sales Co. has announced the opening of a new branch sales office, in Los Angeles, Calif. The office is located at 606 S. Hill st.

United Van Lines, Inc., has established van-ship service between all points in the United States and the Territory of Alaska. The Alaska Orient Van Service, Inc., has been formed to handle shipments in the Territory.

Garden State Storage Co., Inc., newly founded by Robert F. Odell, has announced construction of an 11,000-sq ft warehouse on Rt. 33, between Hightstown and Freehold, N. J. The first of 10 units planned for the property, the new building is of block construction and has a 16-ft ceiling height.

U. S. Cold Storage Co. has announced acquisition of Edward Aaron Corp., of Kansas City, Mo. The Kansas City operation will be established as a subsidiary of U. S., and will be managed by E. A. Murray, president.

Warehouse SPOTLIGHT

NYSWA Re-elects Officers

All officers of the New York State Warehousemen's Assn. were re-elected at that group's recent Friendly Convention. Officers are: Martin L. Santini, president; C. P. Garvey, general vice president; James E. Wilson, Jr., merchandise vice president; Louis C. Schramm, household goods vice president, and Edward J. Costich, secretary-treasurer. Directors named to serve for three years were: F. J. Kindermann, John Glenn, and E. S. King, Jr.

An Executive Committee also was named, and includes Santini, George Winkler, Jr., Louis (Buddy) Schramm, Garvey, and James Vogel. Officers of the New York State Movers Conference, named at the same time, are: Winkler, president; G. M. Clancy, vice president; Earl King, Jr., Secretary, and Louis Destefanis, treasurer.



"The warehouse workers picked me as the material they'd most like to handle"

NFWA Conducts 4th Annual Operating Conference

The National Furniture Warehousemen's Assn. conducted its fourth annual Operating Conference in Chicago last month. The three-day conference featured discussions on personnel problems, fire prevention and safety, ratio studies, depreciation, office record storage, government business, moving cost studies, estimating, and palletization.

The conference keynote was delivered by J. C. Aspinwall, Jr., NFWA president. George A. Julin served as chairman of arrangements for the conference.

—DA—

The National Assn. of Refrigerated Warehouses has been awarded a Certificate of Recognition by the American Trade Assn. Executives in recognition of its successful industry safety program.

—DA—

SEWMA Names New Officers

Following is a list of officers elected at the recent Annual Convention of the Southeastern Warehousemen and Movers' Assn., conducted in Atlanta, Ga.:

Tom H. Duke, president; J. Madison Cherry, first vice president; Frank Ellis, second vice president; LeRoy Burnham, secretary-treasurer. Directors are: Sam R. Shaw, J. H. Mercer, Jr., F. E. Stevens, Jr., G. J. Reynolds, Jay Weil, Jr., J. P. Ricks, Sr., M. B. Koonce, C. E. Boineau, K. L. Hesse, J. S. Goodwin, M. R. Mathews.

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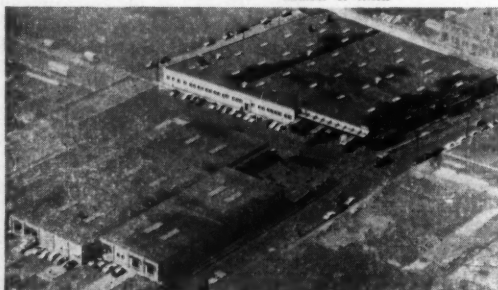
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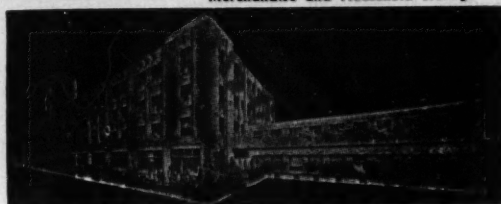


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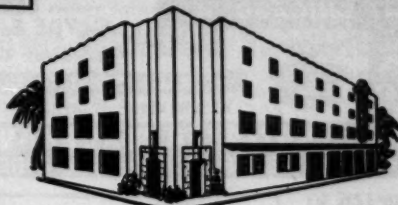
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... Dynamic Competition

(Continued from Page 76)

of the inland waterway traffic.

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It is not feasible, at this time, to discuss at length, or even touch upon, all these recommendations. At their heart and core is the placing of increased reliance on competition in transportation rate-making as the surest and best way to secure for the public the best service at the lowest cost.

How would the Cabinet Committee accomplish this? Does it recommend the end of ICC regulation of common carriers? *Definitely not.*

What it does recommend is that

common carriers be given greater freedom in competitive pricing; with no carrier being permitted to charge rates that are not compensatory or charge any unreasonably high rates. Moreover, the carrier would not be permitted to charge a rate that in any way is unduly discriminatory or prejudicial.

All this would have the effect of creating a situation whereby each form of transport would perform those services which it can do better and more economically than the others. It would mean that competition, rather than government control, would be the main regulator of rates and the effective allocator of traffic. Under such conditions, each user would then decide for himself which form of transportation he can use to best advantage, cost and service considered.

You may have heard it said that the Cabinet Committee report is a "railroad report"—that is, it is designed to favor the railroads. There are a number of reasons why there is not a grain of truth in such a statement. However, I think the most important is that acceptance of the

recommendations of the Presidential Committee would not give to the railroads any rights that other forms of transportation do not already have, or would not receive in equal measure if the proposals were put into effect.

Transport Monopoly

Neither would the recommendations create a monopoly in transportation, as some of our trucking friends have maintained. I doubt seriously that even the truckers believe this, but are using the argument simply because the word "monopoly" seems to have a sinister meaning in the minds of so many of the public.

Neither the Cabinet Committee, nor anybody else, proposes to take from the Commission any authority whatsoever that would prevent that agency from stepping in and acting promptly on any rates that are unreasonably low or unreasonably high, or discriminatory or prejudicial.

I want to repeat that the Cabinet Committee's report has but one objective in mind—that we have an efficient, economical and physically and financially strong system of common carrier transportation. This, the Committee believes, can be accomplished largely by placing the major reliance upon competition to create for the public the best transportation service at the lowest cost.*

(Resume Reading on Page 77)

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(Continued from Page 21)

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ASKS HIGHER ORDERS—Greater orders for new freight cars should be placed by railroads while fast tax write-off benefits can still be obtained, says Rep. Molloy, D., W. Va. A large, modern car fleet would contribute materially to U. S. defense and civilian activities, he maintains. His recommendation follows by a short time the reopening, by ODM, of the freight car expansion goal until Dec. 31.

(Resume Reading on Page 27)

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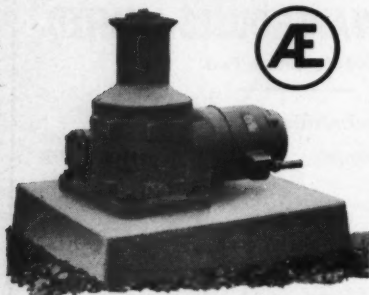
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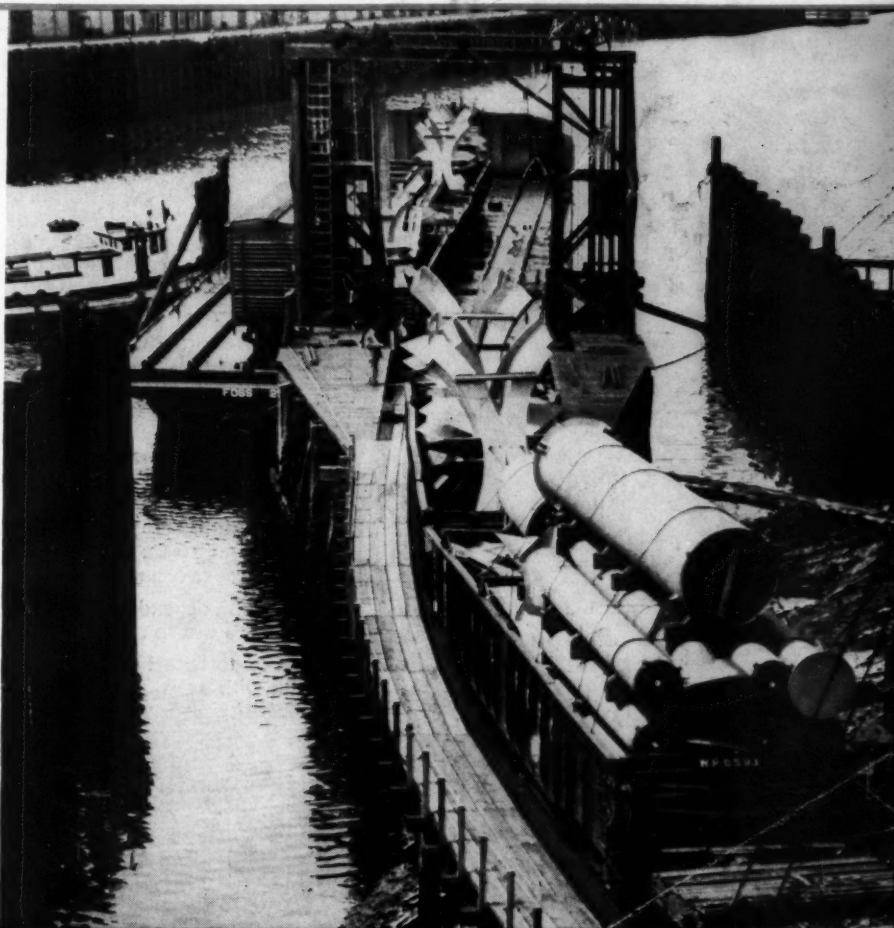
MATERIALS HANDLING, TRANSPORTATION, WAREHOUSING

In This Issue

BY LAND AND BY SEA

All roads lead to Alaska. At night, loaded freight cars are being spotted aboard a barge in the Puget Sound. The barges, each of which accommodates up to 20 freight cars, are towed north to Ward Cove, near Ketchikan, Alaska, by sea-going tug boats. At least two companies are offering similar service for loaded trailer vans. These vans, plus others, give promise of a bright 'shipping future' for Alaska.

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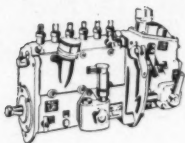


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Why a Buda Diesel?



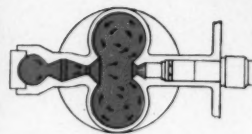
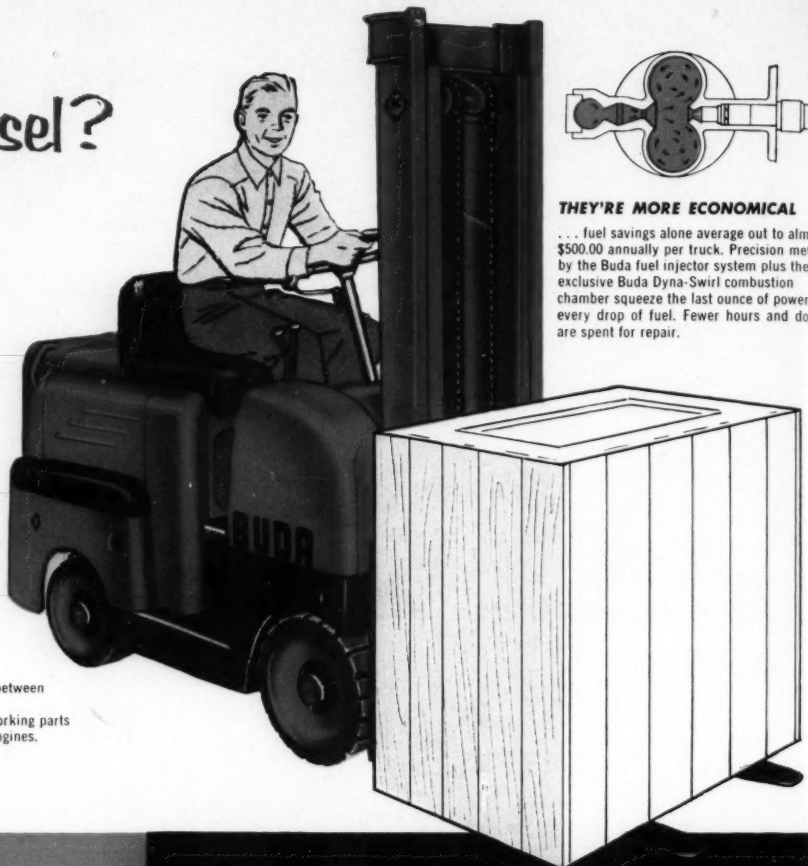
THEY'RE SAFER

... fire hazards are almost non-existent, carbon monoxide and other toxic exhaust gases are virtually eliminated. Buda Diesels use no electrical ignition circuits. Fuel is 100% combustible and has a low flash point. Low exhaust temperatures minimize fire hazard from hot manifold or exhaust gases.



THEY'RE LONGER-LIVED

... owners report 7,000 hours, and more, between overhauls. The Buda Diesel is designed from head to pan for longer, trouble-free service. Working parts have been made stronger to far outlast other engines.



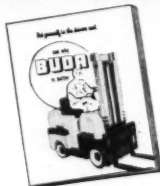
THEY'RE MORE ECONOMICAL

... fuel savings alone average out to almost \$500.00 annually per truck. Precision metering by the Buda fuel injector system plus the exclusive Buda Dyna-Swirl combustion chamber squeeze the last ounce of power from every drop of fuel. Fewer hours and dollars are spent for repair.

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(BUDA)

AND ONLY ALLIS-CHALMERS
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Today's Buda Diesel is the result of 29 years of experience in developing and utilizing the maximum power and economies of Diesel engine principles. This powerful engine is no half-hearted adaptation ... it's been designed specifically for use in the Buda Lift Truck. Simplicity of design is emphasized to provide easier maintenance and longer life. Each part incorporates strength far above normal requirements. Materials used have been tested and selected because of their durability and wear.

The powerful, dependable Buda Diesel engine is perfectly mated to the rugged design of the lift truck itself.

In addition to Diesel power, Allis-Chalmers' (Buda) Lift Trucks are available with Buda-designed engines for both gasoline and L.P. Gas. Buda Division, Harvey, Illinois



ALLIS-CHALMERS



FORK LIFT TRUCKS



INDUSTRIAL TRACTORS



PLATFORM TRUCKS

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JAMES BUTE COMPANY gets:

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Vice President

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Mr. Odell's statement is typical of the comments of leading executives who know that ADT Automatic Services give better protection for property, profits and employees' jobs than can be obtained by other methods, *and at less expense*.

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in terms of human values...



This Christmas, we at Spector are again privileged to make a significant contribution to needy charitable organizations in the name of our customers.

We are deeply gratified that our Christmas Observation Program so clearly reflects the attitudes of the men and women of the transportation community. For we, like you, are firm in our conviction that the true interpretation of the spirit of Christmas can be made only in terms of human values.

In furtherance of our Christmas observance policy, we have requested our scores of suppliers similarly to forego the sending of tangible gifts to any of us. A card, a note, a call . . . and a continuing interest in our growth and well-being . . . will make our holiday season a most complete and satisfying one.

And so, for the less fortunate who on this day will benefit from your Spector routed Christmas gift—Merry Christmas.



seasons greetings from the men and women of ***SPECTOR***

SPECTOR FREIGHT SYSTEM, Inc. Chicago 8